

PRINTERS' INK.

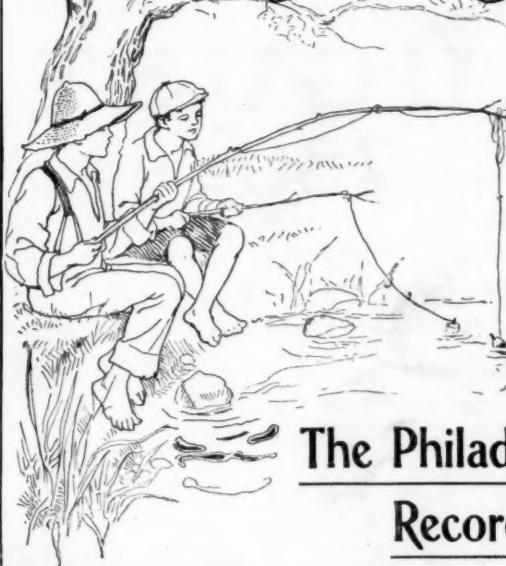
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVI. NEW YORK, AUGUST 21, 1901.

No. 8.

WAITING *for a* BITE



The fisherman and the advertiser must possess patience and perseverance while

**Waiting
For
A Bite.**

Many young advertisers pull out their hook of publicity too soon.

The Philadelphia Record

is daily helping advertisers to **HAUL BIG PROFITS** and will help you if you will use it in your advertising. It appeals to **MORE BUYERS** every morning than any other newspaper in Philadelphia.

RATE DAILY, 25 CENTS A LINE.

RATE SUNDAY, 20 CENTS A LINE.

"The Record's Sunday circulation is making marvelous strides and is now averaging over 164,000 copies per issue. Another interesting feature worthy of note is its financial advertising. Only six months ago its Sunday financial advertising never encroached on more than two columns of space at best. During the past four Sundays it has printed almost two pages—sixteen columns—and is carrying more of this class of advertising than any other paper here."—"J. H. S.," in *Fame for July*.

**IF YOU HAVE
ADVERTISING SPACE TO SELL
TO PATENT MEDICINE MEN:**

PRINTERS' INK will give you an opportunity to tell your whole story to each and every one in its issue of September 4th. Press day

**AUGUST
28th**

This issue will not be a large special edition so far as numbers go, for it calls for only 2,741 extra sample copies.

Each extra paper, however, will go to a patent medicine man who has a commercial rating in one of the best known rating books.

We will sell you a page advertisement in this issue for \$100; a half page for \$50; a quarter page for \$25; by the line, display, 50 cents; classified, without display, 25 cents.

Special positions will cost 25 per cent extra—if granted.

**The last day order and copy can be accepted
for this issue is Wednesday, August 28th.**

Address PRINTERS' INK, 10 Spruce St.,
New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISEES.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1895.

VOL. XXXVI.

NEW YORK, AUGUST 21, 1901.

No. 8.

IN THE KANGAROO COUNTRY.

By Chas. C. Schnatterbeck.

The continuance of hostilities between the Boer and British in South Africa has aroused some curiosity on the part of the commercial world as to what steps are being taken by foreigners, especially the Americans, to meet the depreciation in their Kafir trade. It may be noted that among the heaviest losers in this field are the exporters of machinery and supplies who had established such a remunerative trade with the Witwatersrand mines. To regain some of this business leading American manufacturers have strengthened their interests in other countries, and in the Commonwealth of Australia and New Zealand they are energetically propagating their wares. In the cities of Sydney, Melbourne and Dunedin American firms are doing considerable advertising in the high-class trade periodicals, and it is not an uncommon thing to see also good sized cards of leading local merchants who act as our representatives.

To show the importance of our trade with the Commonwealth of Australia and New Zealand, we may state that it has increased over 100 per cent since 1891, amounting in 1900 to \$26,725,702. Much the greater part of this export trade was in manufactured articles, such as ironware, bicycles, machinery of all kinds, etc. It is gratifying to note that American goods are growing more and more in favor, and in order to "keep the ball a-rolling" exporters are not lax in taking good advantage of advertising. In fact, a number of manufacturers are carrying larger cards than the local merchants or foreign competitors, especially the British and

German firms. Moreover, it is evident that our people are fully cognizant of the value of the prominent pages in a publication, since we see so many using the cover or front and last pages of reputable journals. The spaces used by the Americans are not crowded with superfluous descriptive matter, nor are the illustrations "shopworn," though we must admit many of them are facsimiles of the cuts used in our own trade publications.

Foremost among the advertisers are the importing houses that have taken the agency for American manufacturers. These firms exhibit good sense in giving wide publicity to the fact that they are our selling agents, and their advertisements are attractive, though simple in make-up.

Among the leading advertisers are the Parke & Lacey Company, Ltd., of Sydney, New South Wales, who handle mining machinery, steam engines, boilers, etc., and use full page ads; the Austral Otis Engineering Company, Ltd., of South Melbourne, agents and sole manufacturers in Australia for the Willfey concentrator (an American invention), mining machinery, etc., their ad occupying a half page; Stott & Hoare, of Sydney, Melbourne, Brisbane, Adelaide and Perth, sole importers of the Remington typewriter; Knox, Schlapp & Co., of Melbourne, agents for Fraser & Chalmers, mining and metallurgical machinery manufacturers of Chicago and London; Noyes Brothers, of Melbourne and Sydney, agents for the Westinghouse Electric and Manufacturing Company's specialties; William Adams & Co., Ltd., of Sydney, Melbourne and Brisbane, engineers' furnishers, lubricating oil merchants and machinery importers, and agents for the Jeannesville (Pa.) Iron

Works' pumps; Lawrence & Hanson, of Sydney and Melbourne, sole agents for the General Electric Company's electric plant and fittings, cables, wires and arc lamps, while the Australian General Electric Company, of Sydney and Melbourne, with a capital of £5,250,000, is an offspring of the General Electric Company, of America, and uses full page ads; the Urie Mining Machinery Company, of Kansas City, Mo., which solicits orders direct, and John Burns & Co., of Auckland, New Zealand, representing the Blake steam pumps. Perhaps the largest importing house handling American machinery and supplies are H. P. Gregory & Co., of Sydney and Melbourne, who have the agencies for Blake's direct acting pump, Fay's woodworking machinery, Sturtevant's fans and forges, Tanite Company's emery wheels, Nile's all steel pulleys, American Tool Company's lathes, and a number of other firms.

Insurance companies are also active advertisers, and among these is the Equitable Life Assurance Society, which is represented in the Kangaroo country by Mr. C. Carlisle Taylor, with offices in the leading cities.

In conclusion we may say that although the population of the Commonwealth of Australia and New Zealand is less than 5,000,000, yet there is good promise of a much larger export trade for the Americans, and with judicious advertising our best hopes will be realized.

"LEADERS" IN MAIL ORDERS.

The man who labors under the impression that a profitable mail order business can be conducted with a single article or novelty is the victim of a delusion. This is a mistaken idea. The object of mail order advertising is to put literature in the reader's hands. To this end a leader is chosen and widely advertised, and when sent for is forwarded accompanied by a bulky catalogue or circulars describing a host of desirable articles. The reader's taste is evinced by the order of the leader, and the accompanying literature should be in harmony with it. Oftentimes the sale of a ten-cent leader sent with a persuasive catalogue results in a sale of over ten dollars' worth of goods. The leader should be of especial good value to make it a "coaxer" for future orders.—*Suggestions.*

LETTER WRITING.

Letter writing is an important branch of business education, and the man who possesses the knowledge and ability to write a graceful, courteous, straight-to-the-point letter is of considerable value to any large business house. The writing of letters, it may be observed, requires a distinct talent of its own. A man who may be able to talk well or write a readable article fails ignominiously when called upon to indite a pleasing epistle. When he undertakes the task, he feels himself to be in another sphere of action, and the words that flow easily under different circumstances fail to come at his bidding. As a matter of fact, good letter writers are rare. This is proven by the large number of poorly worded, uncouth missives that seem to dominate business correspondence, and suggests the thought that it might pay young men to turn their attention to achieving success in this department.—*Profitable Advertising, Boston, Mass.*

SECOND-CLASS PRIVILEGES.

While it is true that mail privileges have been woefully abused and equally true that there is a demand for a radical reform in the postoffice laws, the *Editor* can see a grave danger in allowing the postmaster-general the latitude he has taken. If the postoffice authorities can, without warrant of law, rule out certain publications from second-class privileges, the same authorities can establish rules that will militate against legitimate newspapers. A strict enforcement of the rules laid down by the postmaster-general regarding "premium publications" and "mail order" journals, would shut out one-half the legitimate newspapers of the country and be a burden upon the other half. The idea of leaving to a thousand dollar a year clerk, appointed because of a political pull, the task of deciding what a legitimate publication is, is dangerous.—*The Western Editor, Omaha, Neb.*

NEWSPAPER HEADLINE ILLUSTRATED.



SEASIDE NOTES.



A Net Profit of \$3600 From Four Advertisements

A Western advertiser put four advertisements in The Saturday Evening Post at a cost of \$1200. His net profit, not the returns, was \$3600. "My larger advertisements," he says, "were five times as profitable as the smaller ones."

\$1.75 per line until November 1

After that: \$2.00

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

"OLD HOME WEEKS."

Railway advertisements and press notices are calling attention to the fact that the New England States are about to observe their "Old Home Weeks." Governor Hill of Maine has favored members of the Pine Tree State Club of Buffalo with a special invitation to turn their faces toward Maine, and similar periods are planned in Vermont and other States. This "Old Home Week" is a new idea and a good one. The observances date back only a year or two, but have been very successful in arousing the interest of the sons and daughters of New England, many of whom will avail themselves of the next opportunity to revisit old neighborhoods and renew old acquaintances. The formation of societies in various cities composed of the former residents of particular States will be quickened by these exercises.

An indirect and in general beneficial result will be to preserve the solidarity of the New Englanders as a separate element in our population, whether found in Western New York, the Western Reserve of Ohio, Southern Michigan, or farther West. Assimilation of all our diverse peoples into one cohesive whole is, of course, the ideal nation. But in the process of assimilation, we must have a care that we adopt the best characteristics of each element, and not its worst. New England produced such forceful men and women, people of character and serious views of daily life, that it has made a greater impression upon our national life than any other section. We cannot do without the New England conscience and live up to our national ideals. The habit of stopping to think whether certain lines of action, either individual or national, are essentially right or wrong, is one which the Puritans handed down to their descendants. We should be much more tolerant of other creeds than they, but we can be without excusing the practices of either Mormonism or Mohammedism on American soil. We can enjoy Sunday more ra-

tionally, without substituting Continental license for American liberty. We need not re-enact the blue laws, but we can at least try to enforce the statutes against such abominations as the Buffalo concert halls, for instance, where boys and girls are tempted of the devil. The New England view is commonly a sane and decent one, and it is well for the sons of the Puritans to make their influence felt in our national life.

This "Old Home Week" idea also strikes a responsive chord in the heart of many a weary man and woman. Very few people are entirely indifferent to their early surroundings. The old homestead may not have been very attractive outwardly, but it was from such homes that good mothers sent out sons to do the work of the world, strong in mind and body, and with the fear of God in their hearts. On the rocky "abandoned farms" of Massachusetts, many a father has toiled through weary years to give the boy the schooling which that father did not have, but whose value he realized. What is more natural, as the years go on, and the cares of active life weigh down upon the man of affairs, than that he should turn again for rest to the old farm among the hills, even though the little family "burying ground" has for years furnished a resting place for the father and mother. It is a common instinct of humanity—this desire to get back to the soil and especially to the old home. It were well if the workers of the cities could more often hold communion with Nature in her rural solitudes. There is balm for sorrows and healing for the wounds of the world in plenteous store, for those who seek them "where Nature's heart beats strong amid the hills."—*Buffalo (N. Y.) Courier.*

THE PLACE OF ADVERTISING.

Advertising is as important in the work of the world as are the very most important material things. Advertising is as important as iron. It is almost as important as electricity. A knowledge of advertising is the most important knowledge with which any young man can enter the field of business.—*C. A. Bates.*

You
Can not Reach
Readers of

The Sun

Through
Any other Daily
Publication.

Address
THE SUN, NEW YORK.

THE WEALTH OF THE WEST.

The great West, including such States as Illinois, Iowa, Nebraska, Kansas, Minnesota and Wisconsin offer a field for advertisers that, with the exception of possibly Illinois and Wisconsin, has as yet been practically untouched.

This field offers also more money, per capita, than any other territory in the Union outside of the great commercial centers. Advertisers who have been trying to reach this territory through mail order mediums, monthlies and magazines have but barely had a glimpse of its great wealth. The territory is so vast, the population is so dense that it is impossible to begin to reach these people through Eastern mediums, whose circulation, while it may run into the hundreds of thousands, dwindles to a mere nothing when it gets to Chicago.

Take, for instance, Nebraska and Western Iowa, the center of the corn belt region. This little strip of United States is larger than all of New England, and it contains the liveliest hustlers and the most liberal buyers. Last year the farmers in this district traded their corn, wheat, oats and rye for nearly five hundred million dollars in cold cash, and had thousands of tons of hay left to sell, besides millions of bushels of sugar beets and potatoes, thousands upon thousands of horses, cattle, sheep and hogs, and of a hundred and more other manufactured and agricultural products yet to be turned into cash.

The average Eastern advertiser doesn't know what he is up against until he gets out West. Now it takes a good many people to raise thousands of millions of dollars' worth of such products, and what is true of the western half of Iowa and Nebraska is true of all that great West beyond Chicago and this side of the Rocky Mountains. The Western people are the ones who have paid off their mortgages and are letting out their money instead of borrowing, and if they can't get good interest on Eastern mortgag-

es they're going to invest their money in some of those Yankee notions. The advertiser who gets their heart will get their money.

Eastern publications, while indispensable for Eastern business, are not the whole thing for this West, which is no longer wild and woolly, but so aggressive and assertive that it surprises beyond belief those who are not posted.

The advertiser does not have so great a range of choice in the matter of advertising media when he attempts to cover the West as he has been used to; but he has his best opportunity in the daily paper to quickly influence all kinds of people. Everybody out West reads a daily paper, and the limit of the article to be advertised is only limited by what the masses can afford to buy. The West has rural mail delivery, which brings the farmer—and he is the great mogul—into close touch with the city and its advanced ideas. Aside from the daily there is the great political weekly, a few of which are excellent, and the farm publications. The use of these mediums will give the greatest amount of publicity for the least possible outlay, and, being right in the territory to be affected, no waste circulation can be counted upon.

The advertiser who will use the one best daily paper in Kansas City, Omaha, Minneapolis, St. Paul, Des Moines, Milwaukee and Chicago will be favorably impressed with the result.—S. C. Stevens, in *Publicity by Specialists*, New York City.

TOO TRUE, ALAS!

Not all ads that look big and sound big do the biggest business.—*Publicity*.

ILLUSTRATED EXTRACT FROM ADVERTISEMENT.



"IT ENABLES ONE TO EAT WHAT HE LIKES AND ALL HE LIKES."



**The Greatest Mail Order Proposition
in the Northwest.**

Its circulation Saturday night exceeds 50,000.

It is the Sunday paper for out-of-town readers. Papers printed Sunday do not reach the country until Monday.

**THE JOURNAL HOLDS
THE SUPREMACY IN ADVERTISING**

During June, 1901, the paid Wants carried by Minneapolis papers were as follows:

JOURNAL, Evening, 25 issues,	- -	8,804
TIMES, Morning and 5 Sundays,	- -	8,206
TRIBUNE, Morning, Evening and 5 Sundays,		8,189

As the Journal is the leading Want "ad" medium in the Northwest it must be the best mail order medium in that section for advertisers.

C. J. BILLSON,

Manager Foreign Advertising Department.

Tribune Building, New York.

Stock Exchange Building, Chicago.

ASSOCIATION OF AMERICAN ADVERTISERS.

At a meeting of the Association of American Advertisers held July 31st, the affairs of the association were shown to be in a satisfactory condition.

Mr. R. McKean Jones, representing Wyckoff, Seamans & Benedict, New York, was elected a member of the Board of Control.

The following named concerns constitute the membership:

The Abbey Effervescent Salt Co., 9 Murray street, New York.
The Aeolian Co., 18 West 23d street, New York.

American Cereal Co., Monadnock Building, Chicago.

Walter Baker & Co., Ltd., 156-158 State street, Boston.

L. C. Bliss & Co., 109 Summer street, Boston.

The Bon Ami Co., 100 William st., New York.

W. Atlee Burpee & Co., 475 and 477 North 5th street, Philadelphia.

The Chattanooga Medicine Co., Chattanooga, Tenn.

Colgate & Co., 53-55 John street, New York.

Columbia Phonograph Co., Gen'l, Bridgeport, Conn.

Corticelli Silk Mills, Florence, Mass.

Cream of Wheat Co., Minneapolis, Minn.

E. C. DeWitt & Co., 203-205 La Salle avenue, Chicago.

T. B. Dunn Co., 105-115 North Water street, Rochester.

Eastman Kodak Co., Rochester, N. Y.

Eupsia Co., 323 Clark avenue, St. Louis.

The N. K. Fairbank Co., 277 Dearborn street, Chicago.

Green Mountain Distillery, Kansas City.

Hall & Ruckel, 215 Washington st., New York.

W. T. Hanson Co., Schenectady, N. Y.

The H-O Co., Buffalo, N. Y.

Huyler's, 18th street and Irving Pl., New York.

International Silver Co., Meriden, Conn.

Dr. D. Jayne & Son, 242 Chestnut street, Philadelphia.

H. B. Kirk & Co., 69 Fulton street, New York.

Laughlin Manufacturing Co., 133 Griswold street, Detroit.

The Walter M. Lowney Co., 445 Commercial street, Boston.

Macbeth-Evans Glass Co., Pittsburg.

The Maltine Co., 8th avenue and 15th street, Brooklyn.

Mariani & Co., 52 West 15th street, New York.

Merrell-Soule Co., Syracuse, N. Y.

Dr. Miles Medical Co., Elkhart, Ind.

Moxie Nerve Food Co., 69-71 Haverhill street, Boston.

Enoch Morgan's Sons Co., 439 West street, New York.

Omega Chemical Co., 257 Broadway, New York.

Pabst Brewing Co., Milwaukee.

Parke, Davis & Co., Detroit.

Pillsbury-Washburn Flour Mills Co., Ltd., Minneapolis.

The Piso Co., Warren, Pa.

Postum Cereal Co., Ltd., Battle Creek, Mich.

J. L. Prescott & Co., 90 West Broadway, New York.

The Procter & Gamble Co., Cincinnati.

Purina Mills Co., 8th and Gratiot streets, St. Louis.

Rumford Chemical Works, Providence, R. I.

Andreas Saxlehner, 130 Fulton st., New York.

Scott & Bowne, 409-415 Pearl street, New York.

The Scouring Manufacturing Co., 542 West 40th street, New York.

Seabury & Johnson, 59-61 Maiden Lane, New York.

The Singer Manufacturing Co., 149 Broadway, New York.

Sterling Remedy Co., Indiana Mineral Springs, Ind.

F. A. Stuart Co., Marshall, Mich.

E. S. Wells, 710-712 Grand street, Jersey City.

The J. B. Williams Co., Glastonbury, Conn.

Wing & Son, 202 East 12th street, New York.

World's Dispensary Medical Ass'n., Buffalo.

Wyckoff, Seamans & Benedict, 327 Broadway, New York.

In addition to the reports on

circulations, the association issues confidential bulletins to its members, giving information relating to advertising matters.

Following is a list of reports and audits made by the association

to August 9th, 1901:

Argosy Magazine....	New York.
The Delinquent....	"
Munsey's Magazine....	"
Pearson's Magazine....	"
Puritan Magazine....	"
Quaker Magazine....	"
Amer. Agriculturist....	"
Christian Herald....	"
Collier's Weekly....	"
Independent.....	"
Literary Digest....	"
Public Opinion.....	"
Success.....	"
Evening Telegram....	"
Jewish Abend-Post....	"
Jewish Daily News....	"
Morning American....	Baltimore, Md.
Morning Herald....	"
Evening News....	"
Morning Courier....	Buffalo, N. Y.
Evening Enquirer....	"
Evening News....	"
Abend-Post.....	Chicago, Ill.
News.....	"
Advance.....	"
Chicago Ledger....	"
Orange Judd Farmer	"
Ram's Horn.....	"
Alkaloidal Clinic....	"
Boyce's Monthly....	"
Conkey's Home J'nal	"
Household Guest....	"
J'nal of Am. Med. As.	"
Plain Dealer.....	Cleveland, O.

Press	Cleveland, O.
World	"
Waechter und Anzger	"
Abend Post	Detroit, Mich.
Journal	"
Evening News	"
To-day	"
Tribune	"
Mich. Chris. Ad'cate	"
Book-Keeper	"
Home Study	"
Courant	Hartford, Conn.
Post	"
Times	"
Bulletin	Philadelphia, Pa.
Inquirer	"
North American	"
Record	"
Telegraph	"
Sat. Eve'g Post	"
Farm Journal	"
Ladies' Home J'nal	"
Medical World	"
Chronicle-Telegraph	Pittsburg, Pa.
Commercial-Gazette	"
Post	"
Press	"
Bulletin	Providence, R. I.
Journal	"
Telegram	"
D'ocrat and Chicle	Rochester, N. Y.
Post-Express	"
Evening News	Springfield, Mass.
Republican	"
New Eng. Homestead	"
Farm and Home	"
Good Housekeeping	"
Evening Herald	Syracuse, N. Y.
Post-Standard	"
Am. Poultry Adv'cate	"
Post	Washington, D. C.
Star	"
Times	"
Colored American	"
National Tribune	"
Pathfinder	"
Postmaster's Ad'cate	"
Home Magazine	"
J'nal of Kts. of Labor	"
National Watchman	"
Postal Record	"

TYPEWRITING BY ELECTRICITY.

Electricity has come to the aid of the typewriter operator. There has always been an atmosphere of weariness about the typewriting room of a business house, for the operators have been compelled not only to guide the instrument but to use physical force to make it perform its work with accuracy and uniformity. In the new machine the work is done by electric current acting through a magnet-spacing, type-bars and ribbon being all operated by it.

The operator plays upon it as on a piano. The keys dip one-third as much and the pressure required one-tenth as much as the traditional machine. He need not worry about gaining uniform touch. Electricity does that for him. Nor need he take his fingers from one key before pressing down the next. He can give his time entirely to speed, and in that, too, the current helps him, for he can space simultaneously with the last letter of each word, saving an action a word. The time formerly taken for releasing each key is also gained. The light action makes it possible for him to use all his fingers easily on the keys. In manifolding the electricity simplifies the process. Instead of pressing the keys with additionally hard stroke he has only to set the handle to allow more current to energize the magnet. A dozen copies can thus be printed with the ease of one. The printing is always uniform. Better work is done more rapidly, and typewriting need be health-wearing drudgery no longer.—*World's Work*.

Words are pretty common things. Dictionaries are cheap and adjectives of the most superlative kind are to be had about as free as air. Anybody who pleases can talk about "lowest prices," "largest assortment," etc. The novice has as many high-sounding phrases at his command as the man who has grown old in the business. What it really settles down to, after all, is not what a firm says, but what it does.

ILLUSTRATED EXTRACT FROM ADVERTISEMENT.



"HAS MADE MONEY FOR OTHERS; CAN MAKE MONEY FOR YOU."

The auditor of the association is now on a tour of the principal cities of the Middle West, making further examinations, including Chicago, in which city additional examinations are being made.

DOUBTFUL ADVICE.

The people who don't like disfiguring signs, especially in the country, are making their annual complaints about them and discussing the means for their abatement.

The most effective way to get rid of advertisements on country roads and in retired places is to stop as you pass and pull them down. Most of them are put up without permission from any one, and no permission is needed to remove them. Lynch law, judiciously applied to roadside advertisements, gives the best results of any kind of law known.—*Life*.

QUITE SO.

When there is more system and less theory, plenty of advertising appropriation will give a much larger return to the man who puts up.—*White's Sayings*.

THE INSURANCE PAPERS.

Insurance trade papers are comparatively unknown to the public because as a rule no attempt is made to interest people outside of the insurance business.

Their reading matter deals largely with technical studies and mathematical calculations relative to insurance matters, also with news and happenings of the managers of agents for the insurance companies.

Some attention is given to general financial matters, but in the main the topics discussed interest only agents. An article sometimes serves as a basis for an interesting leaflet or circular, published by an insurance company, and sent out to the public with a view of inducing people to become policy holders.

All forms of insurance are discussed—life, fire, casualty and marine.

The subscribers for insurance papers are principally the agents who have direct contracts with the companies, and the managers of agents. The men who have no permanent offices and those who solicit business from a manager's office are not subscribers to any extent. If familiar with the papers they become so from seeing them at the manager's office where they lie on the desk and may be read by the solicitor when he comes to the office to make his report or for any other purpose.

The advertising patronage enjoyed by an insurance paper comes from the insurance companies, to exploit their financial resources and in advertising for agents, superintendents and managers.

The number of reliable insurance companies in the country is about one hundred, so it will be seen that the field for advertising as well as for subscribers is limited. Yet the number of insurance papers is nearly great enough to allow a separate paper for each company. An insurance paper with so much as 2,000 circulation may be considered a real good paper, with influence and prestige sufficient to warrant its use as an advertising medium by those who

would appeal to insurance agents or insurance men.

There are a few insurance papers that are published by companies for circulation to the public as an aid to their agents in securing new policy holders. The *Ingle-side*, New York City, published by the United States Life Insurance Co.; the *Insurance Economist*, New York City, by the Mutual Reserve Fund, and the *Farmers' Mutual Insurance Journal*, Des Moines, Iowa, are examples of this class. If the Third Assistant Postmaster-General should become familiar with the way subscriptions for these papers are paid, it is probable that the companies would have occasion to apply to their Congressional representative to step around and convince Mr. Madden that everything is more regular than appears on the surface.

The American Newspaper Directory catalogues and describes eighty-one insurance papers. It is not easy to see how such a large number can exist.

None of the papers catalogued in the list that here follows is supposed to issue regularly so many as a thousand copies:

CALIFORNIA.	
San Fran., Pac. Underwriter..	Bi-weekly
San Francisco, Adjuster.....	Monthly
San Francisco, Coast Review....	Monthly
San Francisco, Equity.....	Monthly
San Francisco, Insurance Sun.....	Monthly
COLORADO.	
Denver, Insurance Report.....	Monthly
CONNECTICUT.	
Hartford, Insurance Journal.....	Weekly
DIST. OF COLUMBIA.	
Washington Views.....	Monthly
GEORGIA.	
Atlanta, Insurance Prospects.....	Monthly
Atlanta, South'ern Underw'r.....	Monthly
ILLINOIS.	
Chicago, Investigator.....	Weekly
Chicago, Statist.....	Weekly
Chicago, Insurance Post.....	Semi-m'ly
Chicago, Argus.....	Monthly
Chicago, Independent.....	Monthly
Moline, North Star.....	Monthly
INDIANA.	
Indianapolis, Matson's M'thly.....	
IOWA.	
Des Moines, Am. J'l. Life Ins.....	Monthly
Des Moines, West. Economist.....	Monthly
KENTUCKY.	
Louisville, Insurance Herald.....	Weekly
LOUISIANA.	
New Orleans, Vindicator.....	Semi-m'ly
MARYLAND.	
Baltimore, Underwriter.....	Semi-m'ly
Baltimore, Nat. Underwriter.....	Monthly
MASSACHUSETTS.	
Boston, Standard.....	Weekly
Boston, Insurance Topics.....	Monthly
Boston, J'nal. Ins. Economics.....	Monthly

MISSOURI.
Kansas City, Insurance M'zine, Monthly
St. Louis, West. Ins. Review, Monthly
Springfield, Policy Holder, Monthly

NEBRASKA.
Omaha, Bankers' Un. Herald, Monthly

NEW YORK.
New York City—Manhattan,
Chronicle Weekly
Insurance Weekly
Review Weekly
Underwriter Weekly
Surveyor Bi-weekly
Guardian Semi-m'ly
Insurance Observer Semi-m'ly
Accident Assurance Monthly
Insurance Age Monthly
Insurance Law Journal Monthly
Insurance Monitor Monthly
Interview Monthly
Rec. and Nat. Adv. of Ins. Monthly
Underwriter Monthly
Vigilant Monthly
Rochester, Mutual Underw'ter, Monthly
Rochester, Life Ins. Opinions, Bi-m'ly

OHIO.
Cincinnati, Policy Holder and
Local Agents' Trade J'nal, Monthly
Columbus, Amer. Ins. Journal, Monthly

OREGON.
McMinnville, Pacific Progress, Monthly

PENNSYLVANIA.
Phila. Amer. Ex. and Review, Monthly
Phila. Insurance Advocate, Monthly
Philadelphia, Intelligencer, Monthly
Phila. Legal and Ins. Rep'ter, Monthly

TEXAS.
Dallas, Insurance Review, Monthly
ONTARIO, CAN.
Toronto, Bulletin, Monthly
Toronto, Economist, Monthly

QUEBEC, CAN.
Montreal, Ins. and Fin. Ch'cle, Semi-m'ly
The papers catalogued below
are supposed to issue editions
somewhat in excess of a thousand
copies:

ILLINOIS.
Chicago, West. Underwriter, Weekly
IOWA.
Des Moines, Underw'ter's Rev. Semi-m'ly

NEW YORK.
New York City, Spectator, Weekly
New York City, Ins. Critic, Monthly

PENNSYLVANIA.
Philadelphia, U. S. Review, Weekly
Philadelphia, Insurance News, Monthly

The papers catalogued below
are credited with issues averaging
somewhat in excess of 2,250 cop-
ies:

INDIANA.
Indianapolis, Rough Notes, Weekly
Indianapolis, Forum, Monthly

MICHIGAN.
Detroit, Indicator, Semi-m'ly
NEW YORK.
N. Y. C., Fin. Rev. & Bdg. Rec, Weekly
N. Y. C., Insurance Eco'mist, Monthly
N. Y. C., Insurance Times, Monthly

PENNSYLVANIA.
Pittsburg, Insurance World, Weekly
ONTARIO, CAN.
Toronto, Money and Risks, Monthly

pear to be willing to allow the
public to know their actual issues
are the following, and the circula-
tion of each is set down against
its name:

IOWA.
Des Moines, Farmers'
Mut. Ins. Journal, Monthly 45,166

NEBRASKA.
Lincoln, Mutual Ins.
Journal, Monthly 22,758

NEW YORK.
N. Y. C., Insurance
Press, Weekly 5,761

N. Y. C., N. Y. In-
surance Journal, Bi-weekly 2,173

N. Y. C., Insurance
Press, Monthly 7,083

OHIO.
Columbus, American
Insurance Journal, Monthly 9,308

Toledo, Nat. Union, Monthly 55,000

ONTARIO, CAN.
Toronto, Monetary
Times, Trade Re-
view and Insurance
Chronicle, Weekly 5,981

The way the publishers of in-
surance journals feel about mak-
ing their circulations known is
perhaps well enough illustrated
by the two letters printed below,
recently addressed to the publish-
ers of the American Newspaper
Directory:

Office of
"THE SPECTATOR."
New York, July 22, 1901.
Messrs. George P. Rowell & Co.:

We have pages of the American
Newspaper Directory, which indicate
that in the last edition you gave the
Spectator the rating "I," which says
that journals so designated have a cir-
culation exceeding 1,000 copies. The
next higher rating, "H," says that the
circulation of papers designated by that
letter exceeds 2,250 copies. It is there-
fore positively evident that your rating
of "I" is meant to signify that papers
carrying that rating have a circulation
of less than 2,250 copies. We beg to
inform you, therefore, that your rating
regarding our journal is false, and that
having sent you this notification, we
shall hand the matter over to our coun-
sel to take legal steps against you
should you give us this false and in-
jurious rating in the next issue of your
book. We have always declined to fur-
nish circulation reports to publishers of
newspaper directories. We prefer that
there should be no reference whatever
to the Spectator in your book.

THE SPECTATOR CO.,
(Signed) Arthur L. J. Smith,
Manager.

Office of
"INSURANCE TIMES."
New York, July 24, 1901.

Would be glad to give you a detailed
report if you could get the trade papers
into the habit of reporting their cir-
culation. Hate to set a good example.

Yours truly,
(Signed) J. A. VAN CLEVE,

THE MISSISSIPPI VALLEY FARMER.

Under the foregoing title the *Mail Order Journal* (Chicago, Ill.) thus recently exploited a certain section of the country and its inhabitants as a field for the mail order advertiser:

The Mississippi Valley is one of the most profitable mail order fields in the world. At the present time, this section is enjoying an extraordinary prosperity, which stands upon the basis of good prices for farm produce. These prices will continue for several years.

The farmer of the Mississippi Valley should be courted unceasingly and with much tact, because it seems that he is to be "the man that has the money."

The farmer of the Mississippi Valley is a raiser of corn, which means that he is also a raiser of live stock, because he can obtain better prices for his corn when converted into live stock than he can for the raw grain itself.

The world is a beef eater and the demand for meat food is becoming greater and greater every day. Argentina, Australia and South Africa are increasing their output of beef and mutton, but all the beef-producing countries are unable to supply the constantly increasing demand.

We do not have to look far to ascertain the reason for the increase of meat consumption in the United States.

At the present time our labor is well paid and the smallest wage earner is now earning enough to put upon his table a larger amount of meat than ever before. It is a fact that, in hard times, less meat is eaten, but in the good times that now surround us, our tables groan with the weight of flesh.

All this means that our country and the world at large is bidding high for the live stock of the Mississippi Valley.

The Western ranges are almost exhausted, because of the fact that the grass lands, which formerly fed the Western cattle, have been cropped and trampled bare by herds that have gone East to feed the multitude.

Thus, upon the farmer of the corn belt has fallen the duty of supplying the demand for meats. This means money for the farmer of the Mississippi Valley, lots of it, and for a long time to come, which is glad news to the mail order interests, because the farmers of this section constitute the best mail order buyers. These farmers are turning their corn into beef and hogs, which they sell at five cents a pound on the hoof. This means that they are getting at least fifty cents a bushel for their corn crop. Many of them raise from fifty to eighty bushels of corn to an acre, which at these prices means that they will have plenty of money to send to mail order concerns.

Farming and the raising of stock in the rich, fertile and vast valley of the Mississippi, as an industry, stands as safe as does the Bank of England.

The horse, too, is favoring the farmer of this prolific section. Horses come high and the farmers are doing well with them. It is thought that the pres-

ent high prices will keep up. As a motive power for vehicles, the horse is now in great demand owing to the fact that the bicycle industry has petered out and trolley rides are no longer a novelty, while automobiles come high.

But it is not alone as a beast of burden that the horse possesses value. The epicures (?) of London consumed 125,000 horses in a year, of which supply half came from the United States, for which our farmers received \$8,000,000. Even the lowly mule, "without pride of ancestry or hope of posterity," brought to the farmers of the West over \$4,000,000.

The above facts may be studied with profit by aggressive mail order men. In the language of the race-track, we "like" the Mississippi Valley. In the mail order field it certainly is a favorite, and may be backed by many thousands of dollars' worth of advertising.

NO WEIGHT IN CUBA'S PRESS.

Newspapers treat too seriously all the varying expressions of opinion among the Cubans, especially the contents of the newspapers that are rabidly anti-American in tone. There is probably no country in the world where the cheap and poorly edited press has as little effect on the public mind as it has in Cuba. Some of the Havana newspapers are largely circulated and are influential as far as influence exists among a volatile people who change their sentiments according to circumstances as often as the wind changes. We do not believe that it is worth the cable tolls to furnish for American readers the idle chatter of the vivacious writers whose only ambition is to gain notoriety. It would be of the highest value if we could learn the opinions of the solid men of Cuba, the planters, merchants and leaders of industry, who have a vital interest in the prosperity of the country. But the newspaper expressions, more or less radical in tone, which the news agents repeat for us do not give any of the information which would be of the greatest interest and value.—*Chicago (Ill.) Chronicle.*

WHAT PUBLISHERS ASSERT.



"HAS STEADY, UNFLUCTUATING CIRCULATION, AND IS OF AN EDUCATIONAL NATURE."

COMPETITIVE PROBLEMS.

By A. N. Gourand.

East Twenty-third street and Fourth avenue, if not the actual eye of the metropolis, is certainly the locality to which a large fraction thereof repairs for eye treatment, there being nowhere in the city, nor probably in the United States, such a number of oculists bunched together as in that immediate vicinity. All are gathered within a very limited space in or upon the same street, and clustered closely about the locality of the pioneer settler. Such localizations of special trades are common abroad, having often their origin in the mediæval guilds which grouped together for mutual protection; but, in the retail trade at least, they are rare upon this side of the water. In a sense, they are of advantage, inasmuch as their conspicuous grouping affords the members of such trading community a notable advertisement. Thus the Twenty-third street colony, together with another smaller and less compact in West Forty-second street, comprise an undoubted majority of the city's leading opticians; the location of the former group being known far and wide as the optical quarter of the city, and is resorted to with the feeling that among so many the seeker of special service is assured of adequate ministrations to his needs.

The formation of this trade colony was due, in large measure, to its founder's choice of a location some twenty-five years ago, his well-doing gradually drawing

successive competitors about him until there were, as now, a baker's dozen gathered within a little more than a store's throw of the pioneer location at the Twenty-third street and Fourth avenue corner. Not until beset did the initiator of this new business center essay to protect himself by advertising, and it becomes an interesting question whether, had he done so from the outset, would he have thereby rendered his position more secure, or would he by such preliminary advertising have enlarged competition as well as trade? In other words, would he not have in making a wider announcement of his prosperity presented a more shining and attractive mark, and so quickened the advent of his rivals? Again, was the growth of the trade center checked by his subsequent advertising or did such effort promote it? Finally, was not the constantly increasing growth of the cluster its most effective bid for business? These are insoluble questions and suggest a measure of the perplexities of the tradesman who finds himself confronted with enterprising competitors.

COPYRIGHTS ON ILLUSTRATIONS.

For the purpose of extending and promoting the safeguards of designers and illustrators in their work, a new association has been organized in New York under the name of the "Society of Associated Illustrators." Special attention will be directed to the full enforcement of the copyright laws. That this organization means business is assured by the following names: W. T. Smedley, president; A. E. Sterner, vice-president; T. S. Flemming, secretary and treasurer.—*Inland Printer.*

An Educator's Estimate.

"THE EVENING STAR is everything a newspaper should be."

(Signed)

W. F. HARRIS

(Commissioner U.S. Bureau of Education).

Washington, D. C.

M. LEE STARKE, Representative | New York, Tribune Bldg.
Chicago, Boyce Building.

NOTES.

THE Goodhair Remedy Company, Newark, Ohio, sends out some interesting printed matter on their product accompanied by a sample of the soap.

SPECIMENS of excellent bank advertising were received from the Cohoes Savings Institution, Cohoes, N. Y. The ads are two inches double column. They are convincingly written and well displayed.

By a judicious distribution of the money to be used for advertising purposes, the modest advertiser oftentimes gets a reputation for doing a much larger amount of advertising than he really pays for.—*Garland (Tex.) News*.

PAUL REVERE as a patriot who made the famous "midnight ride" is well known, but his work as an engraver and silversmith is not so well known. It will be described in the September *Scribner's* by William Loring Andrews, with examples of his best engravings.

THE E. F. Draper Advertising Company, advertising agents at No. 5 Beekman street, New York, made an assignment Saturday, August 10, to Sidney A. Trevett, without preference, which was filed by Breed & Abbott, attorneys. Ellis F. Draper is the president and Julian de Picaza secretary and treasurer. The company, had no capital rating at "Bradstreet's." The liabilities are stated to be about \$60,000.—*New York Journal of Commerce & Commercial Bulletin*.

THE General Passenger Department of the Lake Shore and Michigan Southern Railway publishes a striking folder on exposition traveling. The inside of the folder is a map of the Lake Shore system and the connecting lines. The reverse side shows in illuminated sections the Lake Shore express, a view of the Pan-American exposition and a view how the mail was carried a hundred years ago. The folder opens with a flap representing a group of youngsters climbing over a fence door shouting, "Here she comes."

A STATEMENT going to show the marvelous increase in the use of postal facilities by the American people is that of the director of the Bureau of Engraving and Printing at Washington, just issued, in which it appears that the number of postage stamps sent out for use during the current fiscal year includes 1,300,000,000 1-cent stamps, 3,500,000,000 2-cent stamps, and 309,236,000 of higher denominations. The total, including special delivery 10-cent stamps, is 5,116,236,000, against 4,377,727,000 for the previous fiscal year, an increase of over 1,500,000,000 stamps.

NECESSARY.

There are two things essential to success in advertising; the first is common sense and the second is nerve. Perhaps in most cases nerve is a part of common sense, so that I might say there is only one thing necessary. Nerve in advertising implies the possession of sufficient wisdom to see the advisability of spending one dollar for the purpose of making two.—*New England Grocer*.

POINTS FROM MR. BATES.

A 50-cent ad in a small town is relatively just as important as a \$50 one in a big city. It is the medium of communication with possible buyers.

A bare, bold statement of facts is sometimes good, but ordinarily a little argument or a little pleasant talk, or descriptive matter, will increase the drawing power of an ad.

Above all things, avoid the "spread-eagle" style, and do not tell people how many square feet of floor space, how many show cases and how many gas jets there are in the room.

It is well to meet unavoidable objections by frankly admitting that they may possibly be objections. This disarms would-be critics, and if it is followed by good, substantial talk, the objection may really be turned into an advantage.

There are a great many people in the world who do not know enough to go in out of the rain, but the money of these people is just as good as that of anybody else. Make your ads plain.

You cannot make an advertisement too plain, and the right sort of illustrations will help. Sometimes their expensiveness precludes their use, but quite often the most expensive expense is the one that is not incurred. Sometimes it is really extravagant not to spend money. If you have a ten-dollar space in the paper, you had better spend five dollars more, if necessary, to make it attractive and effective.—*C. A. Bates, in Shoe and Leather Facts*.

OPTIMISTIC.

"No," said the business man, "I never lie about my business. It doesn't pay." "But how about your advertising man?" At this he became thoughtful. "He describes the bargains and opportunities as he sees them," he replied. "If he has a failing, it is optimism—nothing more."—*Chicago Post*.

THE COMMUNITY'S PULSE.

The newspaper is the pulse of the community, and there isn't a better method for reaching the public than through its columns.—*Saginaw (Mich.) News*.

NOTICE TO ADWRITERS

Firm doing large amount of advertising wishes man to prepare circulars, booklets and advertising schemes. One fertile in ideas, and experienced in putting them in effective shape. Permanent position demanding entire time. Advertiser cannot correspond with mere names and addresses. The right man ought to be able to write clearly of what he has to offer. Specimens of his work, details of previous business experience and names of personal references would help. Address

ORIGINATOR, P. O. Box 1592, Phila., Pa.

BELIEVES IN HUMOR.

MORRIS, Ill., Aug. 5, 1901.

Editor of PRINTERS' INK:

Have you ever observed the funny paragraphs projected here and there into an advertisement in order to make people smile?

It's a catchy method to hold attention and will be remembered by the reader long after the dry arguments of the average advertisement are forgotten.

People like entertainment, they like spice, whether in the advertisement or in some other kind of reading. It may be compared to dessert in the bill of fare, the remembrance of which is always delightful.

Therefore, we say to the advertiser, treat your readers to a full meal. In other words, set before them an advertisement that is complete with "good things" and one which will cause them to hunt you up when they desire to purchase your goods.

The advertiser who baits his hook with humorous phrases is bound to create attention and catch trade. You can never entertain flies with vinegar. It takes sugar to induce them into your net.

A photographer at Canton, Ohio, injected a little humor into his advertising that set the whole populace to talking and caught the attention of the President. He said: "Bring on your dear little babies, and if they don't sit quiet I won't get mad, for I was a baby once myself." That ad paid handsomely.

A grocer in Oshkosh wrote: "Our butter is strictly hand-made and free from sand or gravel, or golden tress. Our hostler brought it around all right."

In exploiting a choice article of blackberry brandy, a druggist at Geneva, Ind., said: "The berries entering into the manufacture of these goods are all hand-picked by experts under the direction of the manufacturer, who used only the best berries." There are customers who still call for "hand-picked" goods, as they give the proprietor a wink. Very truly,

W. M. REED,

Publisher *Points on Advertising*.

CANVASSING AGENTS.

CHICAGO, Aug. 9, 1901.

Editor of PRINTERS' INK:

We wish you or some of the many readers of your excellent paper would tell us how we may go about it to secure reliable lists of names of house-to-house canvassing agents.

We have in Yankee Cleaner a big winner. The fact that it takes the place of practically all the many different kinds of cleaners in the market and that it does its work better and more economically than any other cleaner, ought to open a big field for it.

Can you suggest any way of getting hold of the names of live, up-to-date house-to-house canvassers while they are fresh? Display advertising gets some; circularizing gets more, but at that we have to work on 99 men to get one interested. Yours sincerely,

CHICAGO WOOD FINISHING CO.,

F. E. Scottford,
Advertising Manager.

IN DENVER.

DENVER, Col., August 8, 1901.

Editor of PRINTERS' INK:

The attention of *The News* has been called to an advertisement of the *Denver Post* in a recent issue of PRINTERS' INK, copy of which we inclose you herewith.

By this mail we also forward you copy of *The News* of date Tuesday, June 25th, in which appears the official report of the committee selected to examine the circulation of *The News* and *Post*, this report having been published on the first page of each paper for one week without comment.

You will observe that first portion of the *Post's* advertisement in PRINTERS' INK, headed "Summary of Committee's Report" and concluding with the words "The Committee's Official Statement of Circulation," as a matter of fact is of its own concoction, and does not appear in the committee's official statement of circulation, nor does anything of that nature appear in the committee's statement; and I have to ask that, as a matter of justice to *The News*, PRINTERS' INK will make such correction in its columns as it deems proper.

The News has paid attention to no other of the misleading and contorted versions of the statement of the examining committee which the *Post* has been publishing in its advertisements, and quoting as unpaid matter in its columns thereafter, and will not do so; but the reputation of PRINTERS' INK for accuracy and fairness is such that we feel constrained to call your attention to the falsities of the *Post's* advertisement appearing in your columns.

Yours truly,

THE ROCKY MOUNTAIN NEWS,
R. C. Campbell, Business Mgr.

A CORRECTION.

HULL, Eng., August 2, 1901.

Editor of PRINTERS' INK:

In the current issue of PRINTERS' INK I notice you have a cutting from what purports to be "Publicity of London." I have frequently noticed on previous occasions that this paper is always referred to as of London. As a matter of fact, there has never been an advertising paper of this name published in the Metropolis, the only one in the United Kingdom being "Publicity" published by myself at the above address.

Whilst I am always very pleased to see you make any extracts from my publication I should, of course, attach much more appreciation to the same if due credit was given to "Publicity of Hull" and not London.

Thanking you for past favors and esteeming the same in the future.

Yours faithfully,

ERNEST MORISON,
For Morison's Advertising Agency.

BE TRUTHFUL.

Most of the common sense principles of truthful advertising are overlooked by the beginner in advertising, and rigidly adhered to by the people, who have been through the mill and are successful.—*White's Sayings*.

If you have a good thing, advertise it.

A DEVOTED PUPIL.

ROGERS, Ohio, Aug. 9, 1901.

Editor of PRINTERS' INK:

For the past ten years I have been a most devoted reader of the Little Schoolmaster. I have about four hundred copies of PRINTERS' INK, and none of them are for sale if they could not be replaced. For nearly thirteen years I have published a country newspaper, and PRINTERS' INK has been read as an aid to the newspaper business. I have now taken up the study of advertising and PRINTERS' INK reveals new wealth. I am carefully reading every copy of the little-big journal and am marking with a blue crayon every article and paragraph that pertains to advertisement writing. I am also taking the work of the Page-Davis School. If a careful study of what I have marked in the Little Schoolmaster does not make an advertiser of me, then my case is indeed hopeless.

Appreciatively yours,

J. HARRY REED.

ADVERTISING TRINKETS.

Several years ago the managers of a New York daily came to the conclusion that they were not getting their share of the current advertising. Something must be done to stir up the advertisers and convince them of the superior merits of the paper as a medium.

A list of the general advertisers all over the country was prepared and a campaign inaugurated. One day every man on the list would receive, through the mails, an ordinary carpet tack with a tag hitched to it saying:

"The — is the best advertising medium in the universe. See the point?" I don't.

The next day would come a toy gar-

den hoe labeled: "You can hoe cake, but—you can't hoe-ld business unless you advertise in the —," or something equally brilliant.

This was kept up for six months, or until the toy market was exhausted.

As a final and unanswerable argument an enormous hoop skirt was twisted into a compact package and tied tightly. A tag was hitched to it with an inscription something like this: "Cut the strings and see how your ad spreads when it appears in the —."

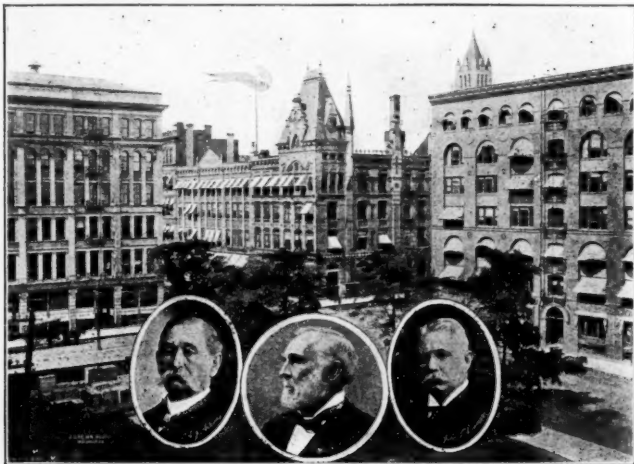
I suppose there were a few who didn't throw the package unopened into the waste basket, but cut the strings and were lucky if they escaped without the loss of an eye from the sudden and forcible expansion of the hoops.

Don't imagine that the — was an isolated instance of this ridiculous method of alleged "advertising for advertising." About one-third of the metropolitan dailies in the country made fools of themselves and threw away money in the same way, and general advertisers tell me that their mails are still crowded with nonsensical rubbish of this description sent by newspaper business managers and advertising managers.—*New England Grocer.*

THE LAST TEN.

The most original advertiser cannot make the same impression with the first ten dollars as the persistent, sensible advertiser can make with the last ten of his first thousand dollars.—*White's Sayings.*

The merchant who expects to do business without advertising is like the man who expects to stop a train at a flag station without signalling—both generally get left.



THE EVENING WISCONSIN BUILDING AT MILWAUKEE: WITH PORTRAITS OF THE PROPRIETORS WM. E. CRAMER, A. J. AIKENS AND JOHN F. CRAMER.

THE UNIVERSAL ENCHANTRESS.
Where have I seen thy smiling face,
In what sweet time, in what fair place,
That always you should haunt me so
With memories of haunting grace?

With every sip of beer or tea,
With breakfast food, I seem to see
Thy pouting lip and rosy cheek,
And wonder where you dawned on me.

Aha, I have it! Truth to tell
I know thee, maid, I know thee well.
You are the model, passing fair,
That in the ads doth weave thy spell.
—*H. Staff Bard, in Publicity (N. Y.).*

SHORT CUTS IN CORRESPONDENCE.

Economy in handling correspondence is important even if the correspondence is limited. Much time can be saved by using "form" paragraphs.

These are paragraphs covering ideas that are repeatedly used. In going over the mail for a day it is found that the same answers and arguments will serve to answer a number of letters. It is to save the time wasted in repeating these ideas and arguments that "form" paragraphs are used.

A simple method of handling these paragraphs is to use one large card for each subject. Paste the typewritten copies on the cards and number them consecutively under each subject. Then punch the cards in four places, one perforation near each corner. The cards can then be fastened together in a continuous row with wire or string. The wire or string fitting loosely in the punched holes, the cards may be folded after the manner of a bellows envelope when not in use and extended and laid out on the desk for instant consultation when dictating.—*System.*

CULINARY TOPICS?

Dogs, cats, monkeys will be charged \$10.00 each. Birds, etc., \$4.00 for each cage. Dogs, cats and monkeys must be caged before being brought upon the steamer and will then be placed in charge of the butcher.—*Red Star Line, Second Cabin Rate, Circular.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

HAND-PRESS. State size, condition, price, etc. CAMBRIDGE PRESS, Box 160 Mad. Sq. P.O. N. Y.

WANTED—To exchange space with weeklies and mail order publications. JOURNAL, Milton, Wis.

WANTED—The names and addresses of first-class house-to-house canvassing agents. CHICAGO WOOD FINISHING CO., Chicago.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

CIRCULATION manager, with extensive experience in newspaper work, is open for engagement about October 15th. References furnished. "A1 CIRCULATOR," Printers' Ink.

WANTED—Advertising manager for patent medicine house, to go to London, England. Give full particulars as to experience, ability and salary. "LONDON," care Printers' Ink.

AN Advertising Manager of long experience and good record desires a change. Competent to handle a large appropriation. Thorough knowledge of details. "G. A. R.," Printers' Ink.

ORDERS for 5 line advertisements: 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

PRACTICAL, energetic young advertising man, now employed on a daily in a city of 50,000, desires change. Has put new life into the paper he is now connected with. Demonstrated ability. Who wants him? Address "HUSTLER," care Printers' Ink.

WANTED—Position as manager or editor of small-city daily. Printer, liberally educated, married, sober, steady, industrious, experienced in newspaper business. Guarantee faithful, competent service. Seek permanency and possible interest. "C," care Printers' Ink.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

WANTED—A man of experience on class publications to put new advertising into an old and high-class illustrated periodical in New York. He must be able to show by his record what he can do. Promises will not count. To such a man a salary of five thousand a year, or more, will be paid. Please give all particulars in first letter, which will be treated confidentially and returned if desired. Address "ADVERTISING PUSH," care Printers' Ink.

EXPERIENCED, capable magazine manager of rare executive ability seeks position anywhere, offering adequate remuneration. Has a thorough knowledge of paper, printing, binding, illustrating, etc. Knows the value of most publications as advertising mediums and their lowest rates (has carefully noted results of half a million dollars' worth of publishers' advertising, placed by himself). Can build up circulation and advertising patronage by original, inexpensive methods. Is a forceful advertiser, a schemer and a suggester of new, profitable ways to utilize plant. A1 references. "C. K. B.," Printers' Ink.

SPECIAL REPRESENTATIVES.

L. A. COSTE and MAXWELL, 38 Park Row, New York, telephone 3233 Cortlandt, special representatives for leading daily newspapers.

PAPER.

SEND for samples of our Seal Linen Ledger, 8½c. per lb. No ledger at same price can approach it. BASSETT & SUTPHIN, 45 Beekman St., New York City.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, 2½ inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

LINOTYPE AND STEREOTYPE METAL.

MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

HALF-TONES.

PERFECT copper half-tones, 1-cop., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

GOOD half-tones of popular actors and actresses for sale at \$1 each. Fine for advertising purposes. L. ELKUS, 150 Nassau St., N. Y.

NEWSPAPER BROKER.

SELLERS. buyers are dealing through A. H. SMITH, Karville, Ill. Original methods. Plants for sale, \$500 to \$35,000, Atlantic to Pacific.

PENS.

THE Perry Fountain Pen makes a fine premium. Write for special terms. PERRY PEN CO., Box 31, Milton, Wis.

SUPPLIES.

GAUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 17 Spruce St., New York. Special prices to cash buyers.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. **S. F. MYERS CO.**, 48-50-52 Maiden Lane, N.Y.

ADVERTISING NOVELTIES.

\$500 in genuine Confederate money for only 25c. **CHAS. D. BARKER**, Atlanta, Ga.

PACKAGE HANDLES, with ad on label. Packed 100 in box, full count. Lowest prices. Sample and prices for your address. **TIE CO.**, Unadilla, N. Y.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

PRINTERS.

WE print an attractive, booklet, 8 pages, 3½x5 inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$30. For illustrations and writing copy, if so desired, we make a small additional charge. **PRINTERS' INK PRESS**, 10 Spruce St., N. Y.

FOR a limited time I will print and deliver at your postoffice, charges prepaid, 1,000 type-writer linen letter-heads, 3½x5½ inches, for \$1.50; 5½x11 inches, \$1.80; statements, No. 6 billheads or packet noteheads, \$1.75, cash with order. Proofs submitted if desired. High-grade work. **WILCOX**, The Printer, Milford, N. Y.

BUSINESS OPPORTUNITIES.

ADVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. **J. HARTLEY**, 15 Vandewater St., New York.

FOR \$250 you can have half interest in the most promising small country weekly in this promising State. Young printer preferred. "B." Box 3, **PENNY PRESS**, Exeter, California.

TEXAS oil stocks of the right kind will make you more money quicker than any other investment nowadays. The Texas gushers are now flowing more oil than all the rest of the world combined. For a short time you can buy development stock at 25c. per share in a company right in the midst of the oil fields. Write to us at once. **BELGIAN OIL CO.**, 165 La Salle St., Chicago.

TO LET.

TO LET: White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbek Golf links; fully furnished; three bathrooms; copious water supply; six fireplaces; three sitting rooms; 11 bedrooms; vine-clad piazzas; stabling for six horses; excellent garden. For further particulars address owner, **GEO. P. ROWELL**, Irvington on Hudson, N. Y., or No. 10 Spruce St., N. Y. City.

NEWSPAPER POSITIONS.

A PENNSYLVANIA publisher writes to Fernald's Newspaper Men's Exchange: "Should we need help at any time we shall gladly call you to our aid, as we recognize the utility of a central agency where talent that makes a newspaper may find a market, and those needing it be saved much time and risk. You evidently try hard to recommend only what you believe deserves recommendation." 15 Cedar St., Springfield, Mass.

BOOKS.

READY-MADE ADVERTISEMENTS is the title of a ninety-two page book issued by George P. Rowell & Co., of New York. The advertisements originally appeared in **PRINTERS' INK**, and should be of undoubted benefit to business men who are their own advertisers. Besides the advertisements the book contains a great deal of information regarding the mediums to be used, preparation of advertising matter, etc. The book should be in the hands of every business man.—*The Advertiser*.

Sent to any address on receipt of \$1. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

READY-MADE ADVERTISEMENTS, a red-covered cloth-bound book published by Geo. P. Rowell & Co., and priced at \$1, has reached my desk. It is an instructor, time saver and money maker for retail dealers in all lines. Among the captions of the instructive matter with which the book opens are the following: Advertisements; Selecting the Paper; How to Buy Space; Writing Advertisements; Typographical Construction; Borders; Illustrations; Some Don'ts. Follow 81 pages of ready-made ads, among which may be found some one advertisement that will be applicable to any condition, time or event. This book will prove of value to retail advertisers.—*Natl Order Journal*.

The book of Ready-Made Advertisements will be sent to any address, under prepaid postage, upon receipt of one dollar. Address **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

**At This
Office
10 Spruce St.,
New York.**

Geo. P. Rowell & Co. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

MISCELLANEOUS.

CLAY modelling for advertisers. Prices surprisingly low. W. M. WAITE, Springfield, Mass.

TIRRES by mail, puncture proof, \$3 pair. Anti-Cactus, \$7.50. Pleasure to ride. ROADSTER CYCLE WORKS, Camden, N. J.

FOR SALE.

THREE big money-making adv'g schemes for 25c. H. B. TRUNDLE, Danville, Va.

PERFECTING web press, stereo outfit, with or without office. MR. BRASH, Waycross, Ga.

FOR SALE—A person with a few hundred dollars may secure an interest in a mail order medicine business paying large returns on money invested. THEO CO., 703 S. Mich. St., So. Bend, Ind.

FOR SALE—Cottrell press, 38x55 bed, 4 form rollers, front delivery, in good condition; also double end Universal wire stitcher; stitches flat and ground wire, either saddle or side. TROTTER & PACER, 460 W. Broadway, N. Y.

UNBLOCKED electrotypes plates used in household magazine of small circulation. Stories (short and serial), special illustrated articles, cuisine, household, songs, etc. Size of page, 9x14 inches. Price \$1.50 per page. Address L. ELKUS, 150 Nassau St., New York.

OWING to surplus order, we have for sale 100,000 lbs. of machine-finished book paper, in rolls 41 1/4 inches wide. Weight 70 lbs. 32 1/2 x 41 1/2. Purchaser must take whole lot. If you can use this paper write us for sample and price. Address P. O. Box 129, Lowell, Mass.

FOR SALE—A fine lot of juvenile plates (about 600), with copyright, size 5x7 1/2 inches; short stories and jingles by best writers, finely illustrated in wood and pen and ink. Many natural history articles. Suitable for children's books or school readers. L. ELKUS, 150 Nassau St., N. Y.

400 SINGLE-COLUMN Brownie cuts and 70 single and double-column "Special Sale" headings for printing office or dept. store—many new, all good. None cost less than 25 cents each. Write for proof. Entire lot, 5c. each; lots of 100, 75c. each; lot of 50, 10c. each. E. O. b. Newark. L. S. PLAUT & CO., Newark, N. J.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISING MEDIA

THE CHRONICLE, Princeton, Ky.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE CHRONICLE, Princeton, Ky., is rated 1,800 weekly in plain figures.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

POST, Middleburgh, Pa., 2,000 circ'n weekly, 10c. per inch, brings satisfactory results.

ADVERTISING AGENTS serving their clients honestly, call up **TOILETTES**; estab. 1881.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 6,800.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

SHOE TRADE JOURNAL, Chicago, eight years old, is the greatest advertising medium in the shoe trade. Rates 30 cents a line.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 340.

WICHITA, KAN., THE STAR. Concentrated rural circulation; 1,810 yearly average, 90 per cent in Sedgwick Co. 9c. per inch for stereo-types.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WELKS & CHAPMAN, publishers, Vian, I. T.

IF you wish to reach the bottling trade of this country, advertise in the **AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

\$5 **HELP** or Agents Wanted in the Sunday issue of 16 leading metropolitan newspapers. A bargain for mail order men. Lists free. HUNGERFORD & DARRRILL, Washington, D. C.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

KEY WEST, Florida. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years. 5 col. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

THE ANNALS OF GYNECOLOGY AND PEDIATRY—the only journal in New England devoted to gynecology, obstetrics, abdominal surgery and the diseases of children. Fourteenth year, strongly established. \$1.50 the year. Advertising rates upon application. **THE ANNALS PUBLISHING CO.**, 148 Pearl St., Boston, Mass.

THE **Wrightsville TELEGRAPH** is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

AFRIDAVID, E. F. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. F. HOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

THE FREIE PRESSE, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

IF you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

THE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the **DODGE COUNTY REPUBLICAN**. Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the **REPUBLICAN**. All home print. The best equipped country printing establishment in the State. The **REPUBLICAN** carries more ads. at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address B. A. SHAVER, publisher, Kasson, Minn.

ADVERTISEMENT CONSTRUCTORS.

ARTHUR F. SWATT, Omaha Building, Chicago. Mail order business only.

W. M. WOODHOUSE, JR., Trenton, N. J., has patrons all over the world.

WRITE me about my business-bringing ads.
H. L. GOODWIN, Malden, Mass.

COPY for short circular, \$2, cash with order.
JED SCARRO, 357a Halsey St., Brooklyn.

RETAILERS, add a mail order department.
GEO. R. CRAW, 115 Dearborn St., Chicago, Ill.

TABER Peppin Compound advertising is our
work. Get our prices. M. F. GOULD CO.,
Bennett Bldg., New York.

HENRY FERRIS, his (H) mark,
1049 Drexel Building, Philadelphia.
Advertiser and designer. Write for samples.

ADVERTISERS—Learn billposting, its cost,
plans, estimates, etc. Send 25c. for "Post-
erdom," a mine of information. CLARENCE E.
RUNEY, Cincinnati, Ohio.

SEND me one dollar and I will write a letter of
advice on any subject about advertising that
bothers you. C. B. PERKINS, "Ideas for Adver-
tisements," 32 Globe Bldg., Boston, Mass.

"JACK THE JINGLER'S" best of fads
is writing rhyming business ads.
Of pith and point, for every use.
His New York address is 10 Spruce.

COPY for 8-page booklet, \$1.75; four trial ads,
\$2; advice on any business subject, \$5;
yearly service \$5 per month up, owing to amount
of work. FRANK B. WILSON, Kenton, Ohio.

WRITING and illustrating for general adver-
tising only. All kinds of business litera-
ture. High prices, but effective work. New-
paper ads a specialty. F. CROSBY, 108 Fulton St., N.Y.

LAUNCHING a new business! Whether it will
be an ocean liner or a catboat may depend
on the advertising. Let us start you right.
SNYDER & JOHNSON, Advertising Writers and
Agents, Woman's Temple, Chicago.

AD CONSTRUCTORS will find our book of
ready-made advertisements of great assist-
ance in the preparation of advertisements. The
book contains over five hundred specimens of
good advertising, any one of which may suggest
an idea for you, and when you get stalled. Sent
prepaid on receipt of price, \$1. Address GEO.
P. ROWELL & CO., 10 Spruce St., New York.

FOUR to eight original common sense ads writ-
ten to sell goods at \$5 to \$8 per month. ED-
WIN S. KARNs, 347 E. 43d St., Chicago.

"THE world gives its admiration, not to the
man who does what nobody else attempts
to do, but to the man who does best what multi-
tudes do well." We write convincing advertis-
ing and illustrate it too, if you like.
THE HEBER MACDONALD CO.,
St. James Bldg., New York,
Phone 1748 Madison Sq. B'way & 25th St.

ADWRITERS and designers should use this
column to increase their business. The
price is only 25 cents a line, being the cheapest
of any medium published, considering circula-
tion and influence. PRINTERS' INK has over one
hundred imitators, yet PRINTERS' INK covers all
their territory besides its own chosen field. A
number of the most successful advertisers have
won fame and fortune through persistent use of
this column. They began small and kept at it.
You may do likewise. Address orders, PRINT-
ERS' INK, 10 Spruce St., New York.

THE retailer who is planning his fall campaign
of advertising will find plenty of helpful
suggestions in my little booklet, "More Business
for the Retailer." It discusses in a common
sense way the use of newspaper advertising,
booklets and folders, store papers, etc. If you
don't know just how a good advertising man
can be of service to you, this booklet will tell
you. Free to the retailer who writes on his
letter head. BENJAMIN SHERBOW, Advertiser,
2152 North 30th St., Philadelphia. Formerly ad-
vertising writer with the John Wanamaker
stores.

THIS easy, very easy to boast here of one's ad-
vertising capability, but I find that to win
new clients samples of what I have made for old
ones are my best salesmen. I write up the sub-
ject matter and make Catalogues, Booklets, Price
Lists, Folders, Circulars, Mailing Cards and Slips,
Newspaper, Magazine and Trade Journal Advt's.,
etc., etc. I gladly mail samples of my work
(gratis, of course) to those in whose requests I
seem to detect possible business. Such people
shun postal cards when addressing FRANCIS I.
MAULE, 402 San-om St., Philadelphia. I usually
make unusual things.

Booklets for retailers

IF you are going to send out a Fall Announce-
ment this year, let it be a booklet, and let us
do the printing.

Just think, for \$26 we can give you 5,000
finely printed, 8 page booklets, 3½x5 inches,
wire-stitched, printed on a good heavy paper, any color of
ink you want.

Almost cheap enough for door-to-door distribution, yet
having that tone and attractiveness which makes them
good enough to send out under a two-cent stamp to your
exclusive trade. If you only want a thousand, \$10 will pay
for that many.

We'll write the booklet too, if you like, and illustrate it—
it would add only a little to the cost, but a great deal to its
effectiveness as a piece of advertising.

You can have a sample booklet if you want it.

Printers' Ink Press, 10 Spruce St., New York.

American News

Tells the circulations of all American newspapers reissued every three months. Sixteen Volumes or Twenty Dollars a Year.

BUFFALO.

We should hardly know how to get along without the American Newspaper Directory. We regard it by all odds the most complete and reliable guide that the advertiser can make use of; IN FACT, WE USE NO OTHER.

R. V. PIERCE, President World's Dis. Med. Ass'n.
BUFFALO, N. Y., July 24, 1901.

BALTIMORE.

We have used the American Newspaper Directory for many years and find it more valuable to us than any other similar publication. Much of the information given we can not obtain in any other way. The book is not only a great help but a necessity to our business, and we think its way of stating circulations is the ideal one.

A. C. MEYER & Co., Prop'rs of Dr. Bull's Cough Syrup, etc.
BALTIMORE, July 31, 1901.

BATES.

The American Newspaper Directory is the only reliable guide for the advertiser.

No man who advertises can afford to do without it.

What Bradstreet and Dun are to the mercantile world the American Newspaper Directory is to the world of periodical publications.

A new advertiser will get from the American Newspaper Directory a better idea of the greatness of his country, and the tremendous possibilities in newspaper advertising, than from any other source.

If an advertiser spends only \$100 a year he should have the American Newspaper Directory. For his business may grow and his right expenditure of his money become increasingly important. The time to learn how to spend \$10,000 a year is before it is spent, otherwise the spending may be disastrous.

Many times the best paper in town costs the advertiser no more than the poorest. The American Newspaper Directory tells which is which.

The paper that was the leader in its town five years ago may lag behind to-day. Even one year may witness astonishing changes. If you are spending money for publicity it is vastly important that you should know where to get the most of it for the price. The American Newspaper Directory gives not only the present circulation rating of every paper in America, but shows their history by quoting past ratings.

The book costs five dollars a copy and a single reference to it may readily save or make many times its cost.

All newspaper directories but one are erroneously optimistic about circulations. The American Newspaper Directory may occasionally err on the other side, but that makes it all the safer for the advertiser.

My advertising experience began in 1885, and one of the first things I did was to buy a copy of the American Newspaper Directory.

For sixteen years Rowell's "The American Newspaper Directory" has had a place of honor and usefulness on my desk.

Many a publisher is ready to prove by other directories that "Rowell's is wrong," but few indeed can be induced to prove it by opening their circulation books to the advertiser.

Among publishers who are not willing that their real circulations be known it is the best hated book in print. The moral is not far to find.

NEW YORK, June 24, 1901.

CHARLES AUSTIN BATES.

VERMONT.

The American Newspaper Directory is the first and best of newspaper directories. It can be ignored, the only one which even can take its place; no other is needed. (Vt.) *News* of July 3, 1896.

SAPPHIRE.

A growing need created it—the earliest and most successful work of the field. He originated methods. Ours was his publication of a Newspaper Directory. He has not it. Soon, out of the gross stupidity of every agency down to those of our own directory. An awful waste, for worth shelf room. If the Nation could agree long enough to buy Mer- cially and drop all the others, it would

—In *Fame*, March, 1901.

PACIFIC.

If the improvement of the Pacific in the future as it has during the first and best of newspaper directories. I think I shall live long enough to see it. There will, however, be the usual good thing is limited. Your long and evasive circulation reports have no proper valuation upon such state know that the Rowell estimates are otherwise be obtained. The American Newspaper Directory is indispensable in every well known Lines are being more tightly drawn for twenty thousand when you print buying barley he would not accept the quality might at all times be of

The American Newspaper Directory is the advertising man, and it is to be perfect it, support it and hurrah for it. MILWAUKEE, Wis., June 7, 1901.

CHICAGO.

Messrs. Geo. P. Rowell & Co.'s long since earned the reputation of containing the result of patient, exact attainable information of interest. The work has been honestly done. Unprejudiced examiner. The most attempting to give this information tells his most difficult work. It is to give the truth. The American Newspaper Directory is a greater dependence and guide, in a greater advertiser in the country. —Chicago (Ill.)

Five Dollars a Volume or Twenty Dollars per annum

GEORGE P. ROWELL & CO.
No. 10 SPRUCE STREET

Newspaper Directory

American Newspapers. Revised, corrected and sixteen hundred pages: Price Five Dollars a

VERMONT.

Newspaper Directory stands, as it has always stood, as the only one which cannot be without one which every advertiser must have. No other is needed.—JOSEPH AULD, in the Burlington Free Press, July 3, 1899.

SAPOLIO.

created it—the advertising agency system. One of the successful workers, Geo. P. Rowell, is still in the methods. Others followed. A first early step in the publication of a list of all the papers—the American Newspaper Directory. He has never ceased to love it, and labor for the gross stupidity of imitation, it became a rule that to those of Oshkosh or Oklahoma must issue its own, for not more than one out of ten was to be published. The National Association of Advertising Agents has to buy Mr. Rowell's Directory, publish it in its own name, and others, it would accomplish something.

ARTEMAS WARD.

Adv. Mgr. for Sapolio

1901.

PABST.

ent of the American Newspaper Directory comes as it has during the past twenty years I do not know enough to see any other directory take its place. It is the usual crop of directories, just as every other. Your long years of experience in dealing with reports have most admirably fitted you for placing a value on such statements. Advertisers have come to rely on estimates as nearer the proper figure than can be obtained. The American Newspaper Directory is therefore in every well regulated advertising department. It is tightly drawn every day; it is difficult to collect when you print only eight. If the advertiser were to not accept three pecks for a bushel, although at all times be open for discussion.

Newspaper Directory is the guide and companion of the advertiser and it is to the interests of all concerned to help and to help for it. PAULST BREWING CO.
June 7, 1901. J. R. Kathrens, Adv. Mgr.

CHICAGO.

Rowell & Co.'s American Newspaper Directory has a reputation of being the best of its character. It is patient, expensive and systematic effort to secure information of interest concerning American newspapers. It is honestly done. This will not be questioned by any advertiser. The most important question is circulation. In its information the editor of the Directory encounters no work. It is the aim and necessity of the Directory of the American Newspaper Directory is to-day the same, in a greater or less degree, of every large advertiser.—Chicago (Ill.) Daily News.

WASHINGTON.

Every page of the American Newspaper Directory breathes the desire of its publishers that it shall be absolutely correct in every statement it makes. Truly yours, FRANK ROE BATCHELD,

Clerk of the Committee on Banking and Currency, House of Representatives, U. S.

WASHINGTON, D. C., Jan. 17, 1899.

ADVISOR.

The *Advisor* accepts the American Newspaper Directory as the standard in newspaper ratings. The obstacles which obstruct its efforts to get true and reliable information are many.

The directory question is one which interests every publisher in the country—nay, the entire world. But in the United States directories are becoming altogether too numerous. In this, as with other books of reference, it is necessary to have one which may be relied on as being an authority on the matter of newspaper circulations. There can be no question about the fact that at this time, as for many years past, the American Newspaper Directory is that authority. The *Advisor* is not paid to make this announcement. It makes the statement in the interests of advertisers and publishers because it is true. One thing the advertiser is almost cock-sure of when he refers to the American Newspaper Directory is that the circulation figures he sees therein are not overstated to any great extent. In most directories they are. Only the publisher himself is to be blamed for not securing a proper rating in that publication, and every advertiser of consequence knows it. Thus the publisher who refuses to furnish a statement places himself under a reasonable suspicion.—The *Advisor* for June.

New York, June, 1901.

SOUTHERN.

We subscribe to and pay cash for the American Newspaper Directory, and find it of great value in our advertising department. We have 6,802 miles of railway, extending from Washington, D. C., all over the South, and in advertising this system we use more than 1,000 publications, and in selecting this list we find that we get a correct idea of circulation from this Directory that can not be obtained from any other similar publication. We receive other newspaper directories gratis; but the fact that we pay cash for this one in addition shows that we can not place the same dependence upon the "free list."

We thoroughly appreciate the faithful manner in which the Directory is compiled.

WASHINGTON, D. C., Sept. 13, 1900.

JOS. H. HANNEN,
Adv. Dept. Southern Ry.

I am looking forward to receiving the new edition with a great deal of anticipation as, although the American Newspaper Directory seemed to have reached a high state of perfection several years ago, there is always something new and of value in each succeeding edition. It is regarded as the standard authority with the Southern Railway.

S. H. HARDWICK, Gen. Passenger Agent.

WASHINGTON, D. C., May 21, 1901.

per annum. Sent, carriage paid, on receipt of price. Address
L. & CO., AMERICAN NEWSPAPER DIRECTORY,
NEW YORK, N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$20, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line: 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUG. 21, 1901.

A SUIT recently decided in the United States Circuit Court, before Judge Lacombe, is of interest to advertisers. It was brought for an infringement of the Hall patent—a method of producing imitation press-copied letters, known as “fac-simile typewritten.” The suit was brought by Mrs. Samuel Hall, widow of the patentee, the defendant being David H. Ahrend, represented by Robert Bach McMaster. The contention was that the “blurred” or “press-copied” effect is an infringement. The court holds that this method is not novel, that circulars treated by this method have the appearance of being press-copied because they are actually press-copied, and that the claim of the patentee in this suit is so broad that if valid it would cover the operation of every old-fashioned press-copy, where rollers are substituted for platens, and where successive sheets of moist material supply the ink, impressed ones being removed before the next impression. The bill of complaint was dismissed.

Not every advertiser meets with success. Yet the most successful merchant in any locality is always one who advertises.

MR. CHARLES F. JONES, the advertisement writer, is now general manager of the great department store of Joseph H. Bauland Co., Brooklyn, with a pay-roll of more than a thousand employees.

THE cultured, educated advertiser, in writing ads which must appeal to the masses, should take good care not to write over the heads of the public.

“PRINTERS’ ink makes millions think” only after the user has done some big thinking himself. Otherwise it is most diabolically certain to make millions sink.

THE definition of circulation adopted by the Association of American Advertisers is: “The number of copies actually distributed during one year, excluding all return copies and waste.”

COMMISSIONER JOHN McMACKIN, of the department of labor, issued last week the following warning to the public:

It has come to my notice that certain persons are traveling through this State soliciting from manufacturing establishments advertisements for a publication which they state is to contain the proceedings of the last national convention of factory inspectors. I also understand that manufacturers are being informed by these persons that by advertising in the proposed journal they will bestow a favor upon the Bureau of Factory Inspection, which is a component part of the New York State Department of Labor. I, therefore, take this means to notify the public that these solicitors of advertisements are using the name of this department without my authority, and I desire to warn manufacturers and other business concerns against all such persons.

A NEW YORK clothing and furnishing store has a system whereby its salesmen are enabled to wait upon customers at a much faster rate than in the generality of such establishments. When a patron's last want has been attended to and the clerk is assured that he needs nothing further, he is taken in charge by a cash boy, the clerk going away to the next customer. The cash boy gives the first customer a brass check, taking his goods, bill and money and attending to the closing of the transaction. About five minutes is thus saved on each sale, the clerk does not dance awkward attendance and bore the customer with smug weather wisdom and the latter is capable of amusing himself in the five minutes while his parcel is being wrapped and his change brought.

THE public is somewhat like a stone wall. An advertiser must do considerable battering to effect a breach, but once he has made an opening there is every chance of his getting inside and gaining a foothold. It may take six months of steady bombardment to sell a man a pair of gloves, but if they are satisfactory he will want more pairs for his wife, his children, his brothers, cousins and grandmother. The first sale is the breach, and when enough breaches have been made the wall crumbles of itself and goes down.

RECENT discussions regarding the commerce between the United States and Germany lend especial interest to some figures just presented by the Treasury Bureau of Statistics, which show the growth of commerce between the two countries in the last thirty years, and in detail during the last ten years. These figures show that imports into the United States from Germany have increased from \$27,000,000 in 1870 to \$100,000,000 in 1901, and that exports from the United States to that country have increased from \$42,000,000 in 1870 to \$191,000,000 in 1901—an increase of nearly 300 per cent in imports from Germany and of nearly 400 per cent in exports to Germany.

It has frequently been assumed that the high level of last year's phenomenal commercial operations could not be repeated this year. Reports on the volume of trade for the six months ending June 30 do not bear out this prediction. Figures gathered by the Treasury Bureau of Statistics, on the movements of internal commerce for the first half of 1901, show that, as a rule, the contrary is true and that the tide of commercial prosperity is still on the upward trend. Wheat receipts, for example, at eight leading markets, including Minneapolis, Milwaukee, Duluth, Chicago, Kansas City, St. Louis, Toledo and Detroit aggregated 217,159,743 bushels for the season to June 30, 1901, compared with 209,972,915 bushels for the season to June 30, 1900.

IN THE SOUTH.

Almost a revolution has taken place of recent years in the advertising field of the South. The mere cards of announcement of one's business, the same wording and type, set up to stay until the time contracted to run the advertisement had expired or until the type had worn out, has now been completely done away with, except in some localities where lazy publishers and "old-timers" exist. The more up-to-date papers in the South, that publish Sunday editions, contain great numbers of full-page ads, well written and displayed in a manner that will compare favorably with those in the big dailies in the larger cities in the North and West.

This advancement in advertising is altogether due to the increased number of students of advertising in the South. Almost every store now of any size has an advertising man who plans, studies and prepares copy for special sales, and for the general advertising of his store. The advertising man is now considered in the South the most important adjunct to any business.

It has been a hard fight, however, with some of the papers to change the views of advertising with many of the customers, who have so long run in the old rut of preparing their own copy. It has taken all sorts of preaching to get some of the advertisers in line with new and advanced ideas; but, since their eyes have been opened to good advertising, it is about all the better dailies can do to take care of the business from the home patronage alone.

Many of the larger Southern dailies employ advertising solicitors, who are also adwriters with experience, to solicit and write copy for their patrons, charging, of course, a little more for the space than if copy was furnished by the advertiser. This feature of building up advertising patronage has proven most successful.—*Good Advertising.*

THERE is a decisive moment that sways advertising as well as battles.

THE BEST CLASS PAPER.

TORONTO, Canada, July 23, 1901.
Editor of PRINTERS' INK:

In your list of these papers in your issue of 17th inst. you eliminate the *Bakers' Helper* of Chicago. For practical purposes and helpfulness, it will be difficult for you to find a "better" in its line than the *Bakers' Helper*. One speaks from experience.

THE NASMITH CO. (Ltd.).
John Turnbull, Mgr.

The entire list of class papers still having consideration in the matter of the Sugar Bowl award was handed over to an advertising expert with a request that he divide the copies presented for inspection into two piles, with the idea of being able to say, when he had done so, that every one of the papers found in the first pile does, in his opinion, possess more merit than any one of the papers in the second pile. When the division had been carefully made, the papers in the first pile were found to be the following:

New York, N. Y., American Machinist.
Madison, Wis., American Thresherman.
Boston, Mass., Boot & Shoe Recorder.
New York, N. Y., Dry Goods Economist.
New York, N. Y., Hardware Dealers' Magazine.
Chicago, Ill., Inland Printer.
New York, N. Y., Iron Age.
New York, N. Y., Machinery.
St. Louis, Mo., National Druggist.
Minneapolis, Minn., Northwestern Miller.
New York, N. Y., Railroad Gazette.
New York, N. Y., Scientific American.
Chattanooga, Tenn., The Tradesman.

Those in the second were the following:

Chicago, Ill., Apparel Gazette.
Chicago, Ill., Bakers' Helper.
New York, N. Y., Bakers' Review.
Philadelphia, Pa., Carriage Monthly.
New York, N. Y., Cloak Journal.
Philadelphia, Pa., Confectioners' Journal.
Grand Rapids, Mich., Furniture Record.
Ft. Atkinson, Wis., Hoard's Dairyman.
Baltimore, Md., Manufacturers' Record.
New York, N. Y., Pharmaceutical Era.
New York, N. Y., Record & Guide.
St. Louis, Mo., Shoe & Leather Gazette.
New York, N. Y., Street Railway Journal.

After completing the two piles as above indicated, the expert still had one paper in his hand. It was the *Keystone*, published at Philadelphia, and of that he said: "I am in doubt as to which division to put this paper in." Being in doubt, it of course became apparent that he did not consider the

Keystone superior to every one of the papers named in the first list, and as the Sugar Bowl can be awarded to but one paper, it is equally apparent that the *Keystone* may as well be dropped from the further consideration which will be devoted to the thirteen papers remaining in the first list published above.

DAYTON, Ohio, August 2, 1901.

Editor of PRINTERS' INK:

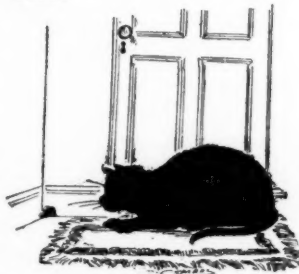
It appears to me that the *Michigan Tradesman*, Grand Rapids, is of such a high order in its general make-up that it should receive recognition in connection with the Sixth Sugar Bowl award. Cordially,

E. G. ROUTZAHN.

A QUESTION OF DISPLAY.

Many advertisers are apparently hunting for ways of breaking page space into new forms. The trick of allowing the newspaper publisher to run a column of straight matter on the margin of a page ad is being largely followed, while those who use the magazines also seem to be of the opinion that page ads can be divided effectively. The Smith & Wesson folks recently divided a half page into quarters, thus getting into two positions for the price of one, practically. The Tadella pen is advertised in trade organs by one-inch ads scattered through the entire advertising section, the total footing up rather less than a page, but giving a vastly better effect. The principle seems to be a good one, especially for those who use it while it is a novelty. The mere fact that an ad appears in several places in one magazine gives it an unique prominence. The public has grown used to seeing a firm represented by a single ad each month, and until it is somewhat schooled in the newer fact, that a man may actually have two ads in one number of a periodical, there is likely to be some wonderment—and wonderment is a profitable emotion for the advertiser who can turn it to account.—*Fame*.

CATCH-LINE OF WELL KNOWN
AD ILLUSTRATED. PEAR'S
SOAP.



"HE WON'T BE HAPPY TILL HE GETS IT."

THE TRADE PAPER AND THE ADVERTISEMENT WRITER.

ADDRESS OF CHARLES AUSTIN BATES
BEFORE THE AMERICAN TRADE
PRESS ASSOCIATION.

The mission of the advertisement writer is to make trade paper space valuable.

The pages of a good trade paper are fertile fields, in which profits may be raised, if the cultivation is right.

That the cultivation is generally wrong, I think, you will all admit.

The average advertising page of the average trade journal is an arid waste, and the fact that trade paper advertising has paid is a most remarkable testimonial to the inherent value of the space.

Until a comparatively recent time the copy supplied for a trade paper ad consisted merely of a business card or a letter head, and the trade paper, so far as its advertising pages were concerned, became merely an incomplete directory of its trade.

The responsibility for this state of things rests primarily with the publisher.

The publisher frequently considered his paper as something but little better than an advertising scheme. His circulation was largely gratuitous, and in any event was greatly padded.

His reading pages were likewise padded.

He got business in three ways:

First.—On a business basis—on the argument that the circulation of the ad would produce results.

Second.—Because he was willing to give numerous free reading notices.

Third.—Because the advertiser believed the withholding of an ad might produce unfavorable editorial comment.

Under this system the paper was operated as economically as possible, and changes in advertisements—necessarily involving expenditure for typesetting—were discouraged.

These methods, as we know, are now largely things of the past, and trade papers are becoming

more and more business-like and self-respecting.

They are better edited and more useful than they were.

That interests readers and so brings more subscribers.

The fact that the paper is read makes the advertising pages more effective.

Proper attention given to these advertising pages should make them only a little less readable and valuable to the subscriber than the reading pages. That is where the advertisement writer comes in, and he has had, and is having, an uphill fight of it.

This again is largely the fault of the publisher. In many cases he still discourages the change of copy because of the attendant expense.

The trouble is that his rates are too low.

If his income from a page ad is \$20 or \$25, and he has paid 25 per cent commission to his solicitor, the additional charge of \$2 to \$5 for composition makes a big hole in the net profits.

Only a few of you are charging what your space is worth, and only a few of you approach advertisers in the right way.

It would be a matter of astonishment to you to know how many trade paper advertisers say that trade paper advertising is simply a form of blackmail.

That shows the wrong kind of soliciting.

The solicitor asks for the ad largely and almost wholly because he wants the ad in the paper.

He loses sight of the advertiser's side of the question.

He does not study the advertiser's business enough to be able to show him conclusively and reasonably why the investment in trade paper space will actually and positively pay.

To my mind it is absolutely ridiculous that any business man should consent to stay out of the trade papers in his class, and if any such man will give me half an hour to study his business and fifteen minutes to talk, I will demonstrate to him that he cannot afford to stay out.

The proposition is simply this:

Here are two or three, or half a dozen papers devoted to his particular line of business, going regularly to exactly the people that he must do business with or go out of business.

And for a ridiculously small sum he can keep his name and the facts about his business continuously before these people.

If he has any right or excuse for being in business, the telling of that excuse in the trade papers will profit him.

By way of illustration: Take the jewelry trade.

As I understand it, there are in the country about fifteen thousand jewelers who carry stock. Every one of these is reached at least once a month by the "Jeweler's Circular" (weekly).

My recollection is that the advertising rate in the Jeweler's Circular is \$1,560 for 52 full page insertions.

If a man has any business at all—if he has anything that is worth selling to these fifteen thousand jewelers—how in the name of common sense can he argue himself into the belief that it is economy to save that \$1,560?

If I were a manufacturer in the jewelry line, I would put that expenditure right after the bread and butter for my family.

The same thing is true in other lines, but possibly not to so marked an extent.

In the hardware line, because it is a bigger trade, and because there are more papers in it, the expenditure would have to be greater.

Every man in every trade should advertise in at least the leading papers of that trade.

Not because he wants the editor to jolly him—not because he is afraid the editor will roast him—not for any reason on earth, except the one reason that it will pay him to do so.

It would probably pay him whether he had anything to do with an adwriter or not.

It will probably pay him whether he ever changes his announcement or not. But it will surely pay, and pay big, if he puts the right sort of stuff into his space.

And the right sort of stuff is not jokes or pretty pictures. It is the real honest facts about his business and the advantages of his goods.

Illustration may be needed to give point to these facts.

Display is needed to give prominence to the ad.

These are things that the advertisement writer does, and in doing them he helps the publisher fully as much as he does the advertiser.

He is handicapped by the low estimation in which the advertiser holds the space, and low price at which the publisher sells it.

It is only a smart man who can see far enough beyond his cash drawer to find wisdom in paying the advertisement writer \$20 or \$30 for writing and designing an ad, to go into a \$25 space—or to pay him \$15 or \$20 for an ad to go into a \$7 or \$8 space.

Multiply that by the 52 weeks in the year and you will see what the advertisement writer has to work against—but for all that he is gaining ground, and gaining it with a fair degree of rapidity.

He is doing it at a large expense and by hard work, and to only a limited extent does he have the co-operation of the publisher.

PUNNY, BUT TRUE.

When the budding writer's first flowery ad is printed he is hardly to be persuaded that it is not the whole blooming thing.

ILLUSTRATED EXTRACT FROM ADVERTISEMENT.



"HAS A STRONG HOLD UPON ITS PATRONS."

CALIFORNIA ADVERTISING.

A NUMBER OF IMPORTANT QUESTIONS BEING DISCUSSED ON THE COAST.

Apropos of the advertising campaign recently conducted by the California Prune Association, a discussion of the benefits which would accrue from the proper advertising of California fruits and other products has been freely indulged in of late—more especially by the newspapers and other periodicals on the Pacific coast.

The San Francisco *Examiner* believes the word California should be dissociated from the products of the State and individuality be the keynote of the advertising campaigns to be conducted in favor of the California goods in the future.

W. D. Curtis, publisher of *Pacific Coast Advertising*, favors individuality without dropping the name of the State.

California is known throughout the Middle and Eastern States as a land of sunshine and the production of many of the finest fruits grown in the entire world. Certain it is that California's fruits are equal—if not superior—to any others grown on the American continent.

The perishable nature of fresh or green fruit renders it difficult to market the enormous crop without resorting to preservatives. As a result there are many canneries in California. But foreign canners—those residing particularly in the Southeastern States—have preyed upon the reputation of California fruit by canning inferior fruit and labeling it as California fruit. Consequently the real California goods have often been thrown into disfavor.

It is said that the courts have since restrained the use of the name—California—on any but real California goods. If this be true there is no valid reason why California canners and packers should hesitate for a moment about labeling and advertising their wares as California goods. This applies not alone to fruits—green, preserved, canned or dried

—but to pickles, catsups, sauces, vegetables, etc.

The first requirement is rigid adherence to quality.

If quality is generally taken up by canners and shippers and made their watchword from start to finish and none but goods which will stand test or comparison with the best from any other part of the world are shipped out of California and advertised as California goods, that name—the one word California—will ultimately be worth not merely hundreds or thousands but millions of dollars to shippers in that State.

There are two ways in which California products may be placed before residents of the Middle and Eastern States in such a manner that this consummation may be finally accomplished.

The one—the better one—would be the enactment of a law of standard grades or a set of rules governing quality and price. The fruit associations could probably regulate such a thing. The result would be a uniform standard of qualities. Qualities could be designated by names, words or figures. Thus if an Eastern purchaser chose the third grade he would know that he had not bought the best grade of California goods—that there were two superior grades. If he purchased the second he would be cognizant of the fact that there was still one grade better. If he bought the first grade he would know that it represented the best California goods of that character.

Individual canneries could then prosecute their own advertising campaigns or one association could handle the product of all.

The other plan would be for individual canneries or packers to travel on their own hook and do the best they could—but to observe practically the same rules as to quality. Each would of course choose a name for his brand, just as many do. Let us suppose that a prominent canner chooses the name Honey to represent his brand of goods. The first step would be the designing of a label. The first thought would be to place the word Cali-

fornia conspicuously upon it—the idea being to build a reputation for California goods and make that one word synonymous with the word quality. Take peaches to start with. The words at the top of the label would then naturally be “California Peaches.” At the bottom would come the name “Honey Brand.” In the center would probably appear a tempting picture of one or more peaches.

You thus have the starting point. Follow it up with the name and address of the packer, and lastly, but not least, the distinguishing mark which informs the purchaser whether these are the best California peaches on the market—according to the rule to be followed. Let the explanation be plain. Say, for instance: “Honey Brand Peaches are the best peaches canned in the State of California, the home of the finest fruits grown in the world. All first quality California canned fruits are distinguished by this mark—Quality A. Do not be deceived by imitations. Look for this trade-mark on every can.”

Or suppose it to be the second grade to be known as the Yellow Label Brand. The same wording would appear as before except with a change in name and description, which in this case would say: “Yellow Label Brand Peaches are the second grade of California—the finest fruits grown in the world, etc., and second quality California canned fruits are always distinguished by this mark—Quality B.”

These things should then be taken up individually or collectively and made known to the purchasing public. Let the purchasers thus be informed of the fact that a standard of quality has been generally adopted and that all California fruits will be labeled as above, or by whatever distinguishing mark has been chosen.

Any individual canner might do this, but he would have to advertise extensively to work up a sale for his brand.

The prune campaign recently prosecuted failed because it was improperly managed. The fact that they were heralded as Cali-

fornia prunes did not hurt the prospects of a successful issue in the least. Any man could take up Baltimore or Chicago or Boston prunes, if he chose either of those names, and build up a sale for them if he went about it rightly and possessed ample capital—but he would not find the task so easy as if he used a name like California, which is significant of not only quality but nativity and other things. And still the right man would succeed in ultimately building up a profitable sale for a brand known as Boston Prunes.

The right man will use the right methods and achieve success.

There is little, if any, prejudice against California goods. All they need is the right kind of energy and ability in their marketing and advertising.—*Advisor*.

CHICAGO PAPERS BEST IN PRESSWORK.

Mechanically Chicago newspapers are the best in the country, especially in presswork. In this particular the New York newspapers might profitably study Chicago methods and practice, and very greatly to the advantage of their advertisers. There is no good reason why New York newspapers may not be printed as well as those of Chicago. It is not a question of speed or quantity, once a paper gets large enough to use more than one press. It is a question of ink, paper and workmanship—but chiefly a question of disposition. This excellence of mechanical execution greatly helps the advertisers. These Chicago advertisements can be read with ease and pleasure—all of them. This is a virtue that counts heavily for the cash account of the advertiser.—*American Printer*.

WHAT SOME PUBLISHERS AS- SERT.



“CIRCULATES AMONG A CLASS OF PEOPLE
WHO PAY AS THEY GO.”

THE PHILOSOPHY AND TECHNIQUE OF ADWRIT- ING.*

III.—ADJECTIVES.

When the novice has arrived at some proficiency in beginning an ad it is time for him to give some attention to the body of it—the structure. When he comes to clothe his catch-phrase in a dress of short, direct sentences he will discover another bit of psychic writing mystery—individuality. In the brain of every human creature who is capable of writing at all there is an Automaton that treasures up rhythms. This Automaton went to work as soon as the novice was old enough to take notice of human speech. Every voice he has heard, every book he has read had a rhythm that deeply interested this Automaton. It has caught the rise and fall of voices, and the length and flow of printed sentences, recording them phonograph-wise for his benefit. From its unexplored corner of his cranium it has dictated the character of his speech, and is now waiting to set the style of his writing. If he has read and heard clear, tripping English it will help him write in kind—a bit uncertain in its first workings, but improving as he perseveres. It will be appreciative of any good language he can feed it—more especially if its diet has been none too choice—and for all that it receives will give honest return. It is a friend, and though the novice will fancy that he is guiding the pencil—and take considerable pride in his surprising skill—it is really the individuality Automaton that is doing the work. He will frequently be astounded at the Automaton's facility in furnishing him whole sentences to fit his ideas. Some of them will contain words that he never took the trouble to learn—and which he would better look up in the dictionary before using too freely. Perhaps the Automaton is a sub-conscious memory which absorbs things from books and papers. The men of science

who have the study of human brains in hand know so little about this particular part of their specialty that they have not set up a positive theory. One thing alone is certain concerning it—that it is an eminently helpful metaphysical mystery, if it be rightly used.

At this stage of his apprenticeship the novice must feed upon the dry pages of the dictionary. Stormonth's is about the most complete handy volume. The Automaton has a trick of furnishing half sentences or sentences with gaps in them. Again, it is not to be trusted wholly, for it has picked up many words that it repeats parrot-wise, not knowing their precise meaning. Clean, expressive, close-clipt writing comes only of patient practice. All writing is a hunt for the right word—a terrific struggle for the selection of the shortest and fittest. There are many words in the language which mean next to nothing. Few adjectives are needed in describing goods—or anything else, for that matter. Adjectives are aristocrats in the word kingdom, and in twos and threes give a story force that is just a shade beyond anything that can be got with the humble little working nouns and verbs. But unless the novice is wary they will dazzle him with glitter and pompous length, lay hold of his little words head and tail, and fill every crevice of his fall overcoat story with idle lords, dukes and marquises. "Wonderful," "grand," "extra special," "beautiful," "unparalleled," "superb," "sumptuous," "fascinating," "unrivalled"—words like these are not only hackneyed, but they mean nothing definite, and set too high a standard for the advertiser to live up to. Even "elegant" and "valuable" can be replaced with words of less showiness—"neat," "rich," "dainty," "sensible," "comfortable," "lasting" and the like. Adjectives are mostly sound and color. Let the novice take one to pieces and see how little it really means.

The best writing for advertising stories is that which comes nearest to reproducing the natural speaking tone on paper. It is by

* Continued from page 5 of PRINTERS' INK of August 14.

no means an easy thing to do. Every beginner at the craft seems to start out upon stilts, and only by diligent blue penciling does he arrive at simple expression. All writing is more a matter of leaving out things than of putting them in, but the novice seems loath to believe it. He will hunt diligently for long words, rather, and having set them down in long ill-arranged sentences will send them off to the printer with the most sublime faith in their beauty. Probably he will write a hundred ads before he convinces himself that the blue pencil is his most valuable tool. No one else can ever convince him, so he would better be left to work out his own methods and salvation. In the beginning he revels in adjectives as the English housemaid revels in her mistress' gayest gowns—without the color taste that knows how to combine strong ingredients into a striking effect. His first fall overcoat story will deal with everything but fall overcoats. Perhaps he will resolve to say "Something About Fall Overcoats," writing the phrase at the top of a sheet of paper. When the last line of the story is down it will read somewhat as follows:

SOMETHING ABOUT FALL OVERCOATS.

Glorious autumn, with its wondrous wealth of shimmering golden grain and rotund gamboge pumpkins, is with us again. When the grizzled gripe of hoary winter's chill, piercing blast is apprehended throughout the land, it is then time for gentlemen to give serious consideration to the fleecy snow and glittering ice, the driving sleet and drear, blighting, vernal rains which must inevitably ensue before we are permitted to gaze upon its like again another year. We have often given earnest thought to this profound truism, for with deep concern we have frequently devoted much profound contemplation to the thought. Space forbids us amplitude to tell of the absolutely marvelous beauties of these garments, therefore it will be best for you to honor us with a visit at our thoroughly renovated and now wholly magnificent establishment.

JOHN H. NOVICE & Co., Clothiers,
43 First Avenue.

When this first story is printed—for it is certain to get into print—the novice will hardly comprehend it himself. In one respect only will he have made an advance—it is a complete somersault; a clumsy one, scraping shin

and knuckle, but an entire revolution, nevertheless. And the complete revolution is the point at which he must attack this problem of learning to write. Undauntedly he must set to work and write another—and another—and a hundred others. Over and over again he must turn, minding no bump or fall or jeers from spectators so he makes complete turns. His next hundred ads will fill a waste basket, but upon the writing of them depends grace and proficiency.

IV.—COLD TYPE AND ARGUMENT.

None of these hundred practice ads ought to be printed. But after they have been written and burned the novice will have ceased to be a novice. He will write stories that can be printed in paid space every day. The hundredth story will have gained wonderfully in brevity and strength and point:

SOMETHING ABOUT FALL OVERCOATS.

You'll feel wealthier in one of our fifteen dollar light weight overcoats—and be wealthier, too. In this changeable climate a light outer garment is a necessity—not a coat to be worn a few days in the spring and fall, but one that will be needed throughout the winter. Your heavy ulster is the cold day luxury, while the light coat is the piece de resistance of your wardrobe. Ours fit snugly, wear well and look well. Fifteen dollars is the average price—we have good ones for less and better ones for more money. You owe it to yourself to come in and try one on.

JOHN H. NOVICE & Co., Clothiers,
43 First Avenue.

This story, being straightforward and readable—having something to say and saying it—may possibly sell a garment or two. If the Automaton be fed good books and good ads in odd moments it will soon become strong enough to squelch the adjective aristocracy. Then, instead of taking pleasure in working them into his own stories, the student will take murderous delight in hunting them down and slaying them with the blue pencil. The hundredth ad ought to see the exclusion of the last one. Then only will their real place in his scheme be apparent. Once thoroughly mastered they will become his friends. When he needs a shade of emphasis in a certain part of a story they will furnish it as no noun or

verb ever can. But no single quarter-line of newly acquired territory must ever be ceded to them.

The second hundred ads should be printed and pasted in a scrap-book for future reference. Stories written and stories printed vary greatly. There is a stage of development at which the student must train his eye in the lengths and strengths, lights and shades and weaknesses of printed words. Manuscript undergoes a mysterious change in the printer's hands, and nothing but familiarity with cold type will fit him to write copy that will take this transition into account. This "cold type habit" is largely a matter of instinct, and grows upon him who regularly sees productions in print.

The study of Argument should be the next step in the student's training. Good advertising stories can generally be taken apart, the sections each forming a link in a chain of argument. Ads put together upon such a system are always compact and to the point. Note the word-economy of this Scott's Emulsion story:

CHILDREN.—Nearly all children like Scott's Emulsion—they like it because it is good for them; most children need it—whooping cough, croup, diphtheria and the many disorders incident to childhood are apt to leave them in a weak, delicate condition—their ordinary food does not nourish them—Scott's Emulsion supplies the elements lacking in the food—gives them strength and flesh—it is remarkable how they thrive on this food-medicine—send for free sample.

Divide this story into its argument-links and it will serve as a model for another story advertising anything beneath the sun. Note the lack of the same principle in this library card system ad:

TIME SAVERS.—Thinking of railroads, telephones and telegraphs—we are reasonably impressed with the value of your time—and with the dignity of our calling—in offering to step into your office—and introduce a system—that will save you as much time there—as these other time-savers have done in bringing you nearer to your customers and your source of supply. We originated card systems as applied to business and professional life—and so often have we made time-saving application of them—where it was thought that no opportunity existed—that we are confident of being able to do so for you—we solicit correspondence to this end—or we will send our pamphlet of application for the asking.

The first story occupied four

inches single column in the New York Sun. The last took a full magazine page. Both are good stories and good arguments, yet the first is logically arranged and as clear as crystal, while the latter is wrapped up in useless words. It lacks sequence. The same story could have been told thus:

TIME SAVERS.—Railroads, telephones and the telegraph save your time—your time is valuable—we'll save you time in your office—our card systems save time for others in business and professional life—and they'll do it for you—we've installed our systems under the most adverse circumstances—brought others in closer contact with their customers—and we know that we can do the same for you—no matter how peculiar your business. Let us send you our booklet.

Some years ago the following "want ad" appeared in a Chicago daily:

If the guy who swiped watch and umbrella from 15 Canal street will bring back watch he will get more than he can soak it for.

This is an ideal ad. It not only expresses just what the writer would have said verbally, but it is peculiarly intelligible to any "guy" who would "swipe a watch and umbrella." The man who wrote it was interested in getting his property back—was full of his subject, as a good adwriter should be. Forceful language fairly oozed out of his pencil and he unconsciously put together a beautiful piece of unhackneyed argument. If the student could become as interested in every ad he wrote, he could well afford to have a watch "swiped" every day.

The following magazine page ad of the *Literary Digest* is also an excellent piece of argumentative writing:

On the fingers of one hand you can count all the weekly journals in America which have a circulation of 100,000 or over with a subscription price of more than one dollar per year. There are but two weeklies in America which, with a subscription price as high as three dollars per year, have a circulation of 100,000 or over, and one of these two is the *Literary Digest*—"all the periodicals in one." Examine it and you will soon discover why it numbers among its readers more than 17,000 lawyers, 12,000 bankers, 19,000 physicians and 20,000 clergymen; and why, when one of these forgets to renew his subscription, his wife calls him to account. For the women also are enthusiastic over it. It is one of the few papers that appeal to all reading members of the family. The *Literary*

Digest is edited on new lines. Its one aim is to inform. It has no editorial views of its own to urge upon its readers, no conclusions which it is string to induce them to adopt; but it devotes itself exclusively to re-presenting in condensed form from the world's periodical literature the varied interpretations of current events, the various developments in the world of thought. It presents all sides of all important questions, political, sociological, scientific, literary and religious, and the one who reads it, even though he read nothing else, will be well informed. You can't trip a *Literary Digest* reader on facts.

JAS. H. COLLINS.

CHURCHES.

Churches do not advertise as they should. Twenty-five years ago a simple announcement in the local paper was considered sufficient by most business men. To-day the successful merchant feels it incumbent to take more space and advertise more carefully and attractively. But the church has not changed. It still retains the custom of former years and contents itself with brief statements of services in the church notices found in the Saturday paper. Thus, in the matter of advertising, alone, the children of this world are wiser than the children of light. Churches that spend money in advertising, not only in daily papers, but through various methods employed in business, are making themselves known and reaching the people.

If a church society gives an entertainment and sells tickets, returning an equivalent for that which is charged, it acts in a perfectly business-like way.

But when it forces tickets on business men on pain of losing trade, it simply goes into the blackmailing business and deserves to receive the condemnation of the community. Any church has the right to expect support of the press.

The newspaper is the church's handmaid to assist in advancing the divine kingdom, but the church has no right to ask for all kinds of complimentary notices and reviews of insignificant meetings and entertainments as puffs. This, too, is degrading. I have come in business contact with a large number of publishers in my life and I have generally found them business-like, courteous and willing to act generously toward the churches, but I have found few churches that have shown themselves willing to advertise to any great extent or speak good words for the daily paper.—Rev. Dwight E. Marvin, M. D., in *Newspaperdom*.

FOR RETAILERS (?).

You look over your trade journal and see something that you need advertised, but in writing for it you never think to say where you saw the announcement. This neglect works a double hardship. First, there is the advertiser, who does not know whether his trade paper advertising is effective or not. Then there is your trade paper, which must show results to advertisers in order to exist. It makes a big difference to wholesalers whether the returns come from salesmen's solicitations or from trade paper advertising. Just bear this in mind when writing advertisers in the future.

It is easier to make a circulation statement than it is to prove it.



As You Journey

along the highway of life
from youth to age

Uneeda Milk Biscuit

will sustain
and satisfy you.

NATIONAL BISCUIT COMPANY.

MAKES A PLEASANT IMPRESSION. FROM THE "AMERICAN KITCHEN MAGAZINE."

THE MAIL ORDER BUSINESS.

The mail order business is now acknowledged to be an established and paying one; like every other business it is constantly attracting newcomers; these later arrivals have, in most cases, carefully studied the business, and, as far as possible, made themselves familiar with the methods of successful mail order men; they make note of the errors of their predecessors, and use the experience of others to their own advantage; therefore, if you enter this now promising field, make up your mind to stick to it, to profit by your mistakes and those of others and you will succeed.

Articles of necessity should receive most attention; others may, of course, be used to advantage, but it is with the article of daily use that the most business will be done, and the greatest success attained.

Advertising will help any business, but it is the very life of the mail order business; you should find out, if possible, whether or not your medium has the circulation claimed for it, and see that it has the confidence of its readers.

There is such a thing as carrying economy too far; persist with your advertising; the buyer usually makes up his mind to purchase some time before he does so, and you should be there with your gentle reminder whenever he is ready. Economy in advertising can almost be said to be a real extravagance.

A good ad will appeal to both the agent and the purchaser. Some buyers will order direct, but many will write for further particulars and the wording of your replies should be given as much attention as the writing of your ad. The ad will attract attention, but the subsequent letter or circular must make the sale.

Never expect results at once; you will seldom get them. The second month's advertising ought to see substantial returns, and the third or fourth month of continuous advertising will hardly ever fail to be satisfactory.

One-third of our entire popula-

tion live on farms, and this fact in connection with the establishment of the rural delivery system, will open up a field in which the possibilities are unlimited.

The mail order business is not an easy business, but by the use of correct methods, it can be made a paying one, and it is the business of the future.

For the man with little money it offers inducements superior to those of any other calling, and with a man of larger means failure need not be thought of; but in each case, and in every case, success must be attended by "energy and hustling." Time, tide and trade wait for no man!—*White's Sayings, Seattle, Wash.*

THE MUTOSCOPE IN ADVERTISING.

In the last years the biograph, the cinematograph, the vitascope have become comparatively common. These have been followed lately in miniature by the mutoscope, which does in a small space what the biograph does on a large screen. It has become known as a penny-in-the-slot machine for diversion, rather than for serious purposes. But it has other capacities. Moving pictures of a family are possible and are far more interesting than the ordinary still-life, posed portrait. It may be used for drawing-room entertainment, for instruction of a certain sort and for advertising. But it has a last and most practical use. A complicated bit of machinery might be described for an hour, and nothing like the clear knowledge would be gained by the listener that he would get by watching the machinery work in a mutoscope. A man cannot purchase a locomotive or a derrick or a road roller without seeing it in action. Here is a method which can save much time. A mutoscope made for this use can be carried with as much ease as a camera, and the man for whom it is intended can make the pictures fly as fast or as slowly as he wishes. He sees the prospective purchase in action just as well as if he takes a three or four hundred mile trip and watches the original do its work.—*World's Work.*

WINDOW DISPLAY.

Artistic window dressing is one of the chief attractions to the modern store. It is a business, a profession in itself. The man who succeeds in it must have an eye for the artistic and another for the practical. He must know how to arrest the eye and please the mind at the same time. Window displays should be arranged with a view to relieving the eye rather than confusing it. Proper display needs space around the article displayed, therefore, overcrowding a window is to spoil it altogether and lose the desired effect.—*Boot and Shoe Recorder.*

TRADE PAPER ADVERTISING.

Those who occupy space in the advertising pages of the trade papers should be credited with a desire to get some return for the money invested in that way. Certainly a good trade paper is a valuable medium of communication between manufacturer and retailer, and if proper attention is given to the advertising results should follow.

A trade paper, carefully edited and containing reading matter of interest to those in the trade to which it is devoted, is sure to have a choice circulation—small in number perhaps, but large in influence, reaching every live dealer, those who keep up with the times and are successful business men.

Such men in their endeavor to reach and hold leading positions in the business race are careful readers of these trade papers; they do not confine their reading to the editorials and news columns, but scan the advertising pages with the idea of learning what they can of the goods offered for sale.

It is important that more than the name, address and a list of goods appear in these advertisements; this point has been stated and emphasized more than once. The advertisements should contain something of interest to the dealer, told in a way that will impress him that the goods should be on his shelves and induce him to order at the first opportunity. It is just as important that a trade paper advertisement be carefully written and attractively displayed as it is that the ad of the department store be readable.

The advertiser in a trade paper should describe his wares, explain in detail their good points and present reasons why they are desirable goods for the retailer to carry in stock. He should suggest how the different articles can be displayed to advantage and give methods for successfully retailing the goods. If he is a general advertiser he should explain how his advertising in the magazines and similar mediums helps the retailer by stimulating the demand for his goods and making them more widely known.

It is neither necessary nor desirable to crowd into one advertisement all the points and suggestions just referred to, but better to select one feature and describe it in detail, briefly mentioning other points, then in the next issue bring out another feature or outline a selling plan, and so on, varying the advertisements in each issue of the paper. In this way the interest of the readers is kept up and the advertising will prove effective and produce results.

J. FRED WRIGHT.

TO BE RID OF.

As soon as a man who is to write an ad rids his mind of the idea that he must say something that has never been said before, he will have gained a point. As soon as he finds out that he need not be strikingly original, he will find his work half done. As soon as he finds that riddles, though very entertaining when they are the main business in hand, are out of place in an ad, he will cease to rack his brain for questions with unexpected answers.—*National Printer-Journalist*.

HUSTLING AND BUSTLING.

Too many people, including some who should know better, confuse two words of nearly identical sound, "hustle" and "bustle." "Bustling" is not necessarily "hustling." The real "hustler"—he who buys shipping lines and railways, or forms trusts—is an individual who goes to work very quietly, who formulates his schemes carefully, and always with a definite end in view, and who, when the possibilities are all weighed, and not till then, gets in his strokes, right and left, deviating not one hair's breadth from his programme—shouting to the world from the housetops if it will serve his purpose, working as silently as the tomb if he need be, towards the end which he has long before mapped out.

We have, all of us, run against the man who is really too busy to see anyone, no matter though the caller be in position to put "dollars" in his way, who has generally five or six things on hand at once, and seldom gets through any one well. That man is no doubt a hard worker, but, being unmethodical, he does not reap where he sows. He tears his life away rather than wears it out, and in this respect he is a danger to the community. He is undoubtedly a "bustler." By many he is called a "hustler," but when the results come to be written out, his score is below the average one, and those who believed him to be a "hustler" with the real "hustler's" methods, come to look upon "hustling" generally as something akin to madness.—*Ironmonger*.

THAT FOLLOW-UP SYSTEM.

In your follow-up system try to incorporate as clearly and as fully as possible the merits of your proposition. Talk in your follow-up letters as you would do it orally with the prospective buyer before yourself. Avoid stereotyped phrases as used in those worthless, made-to-order follow-up systems that make the business men using same ridiculous. Incorporate individuality and conviction in your follow-up letters instead of meaningless platitudes. Don't confine yourself to two or three letters, but keep on sending out new bright letters continuously. Sometimes people don't respond to follow-up letters because their means don't permit them to buy the very article in regard to which they have sent you an inquiry. In a few weeks or months such means may be at their command and they will send you an order, if you keep on reminding them of what you have to sell. Your follow-up letters must reflect your energy and they will bring results. Any other follow-up system means only a waste of time, stationery and postage.—*Mail Order Journal*.

SENSIBLE.

Many so-called advertisers materially change their methods as soon as they learn something about business.—*White's Sayings*.

REASONS.

People demand reasons—are convinced by reasons—and buy because of these reasons.—*Shoe and Leather Facts*.

WORTH STUDY BY ADWRITERS.

"The first object of a writer is effective expression. Words are not like iron and wood, coal and water, invariable in their properties, incalculable in their effects. They are mutable in their powers, deriving force and subtle variations of force from very trifling changes of position; coloring and colored by the words which precede and succeed. It is the writer's art to so arrange words that they shall suffer the least possible retardation from the inevitable friction of the reader's mind. If the reader is engaged in extricating the meaning of a sentence which ought to have reflected its meaning as in a mirror, the mental energy thus employed is abstracted from the amount of force which he has to bestow upon the subject; he has mentally to form anew the sentence which has been clumsily formed by the writer. Many of us are but too familiar with the fatigue of reconstructing unwieldy sentences. Economy dictates that the meaning shall be presented in a form which claims the least possible attention to itself as a form. If we have written a clumsy or confused sentence we shall often find that the removal of an awkward inversion liberates the idea"—George Henry Leves.

TOO MANY BARGAINS.

A man can't be a pessimist and a successful advertiser. The old cry of the churches used to be that a man must have faith. Well, an advertiser must have faith, whether he calls himself a Christian or not. He must have faith in his goods and in himself, and above all he must have faith that things are going to come out right. If he doesn't things will come out wrong, just as sure as five from four leaves nothing, and he won't be an advertiser any more. The born advertiser knows this instinctively and assumes a cheer if he had it not. He tells you how business is booming with him and how the public is tumbling over itself to buy his goods; and when you see in the papers that he has filed a petition in bankruptcy, you take it as confirmation of his other statements that he was offering a wonderful bargain and that too many people took him up.—Fame.

THE BEST AD.

The best advertisement does not try to make people believe that the store is a charitable institution. There is no nonsense about it. It says: "We want your trade because there's a profit in it." It is a straight, fair, business proposition.—Bait.

It is consecutive, continuous, persistent efforts that win in advertising as in all other affairs of business. The twelfth advertisement carries part of the weight of each of the preceding eleven, and the twentieth is worth ten times the first. The first is simply an introduction, and few people remember an introduction unless subsequent meetings serve to impress it upon the Friendship ripens slowly. This is true in social life, in business and in advertising.—American Poultry Journal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line 1/2-page \$25, 1/4-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$5 a time. No display other than 2 line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 1920s. Send for rates. A. R. DAVIS, Pub., Kempville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and on new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

ILLINOIS.

ADVERTISING pays when judiciously placed. There are no better buyers than Illinois farmers. One of the best mediums is THE FARMER'S INSTITUTE, Carbondale, Ill.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

MAINE.

FOR Rockland, Me., the DAILY STAR. Only daily in Knox County. Lowest rates, quickest results.

MINNESOTA.

SVENSKA AMERIKANSKA POSTEN, Minneapolis, Minn., is the largest in size and circulation of any Scandinavian paper published in the U. S. Average circulation per issue for 1900, 12,382. It has a larger circulation than any other weekly paper published in Minnesota by at least 12,000 copies each issue. It is the advertising medium par excellence of the Northwest, a fact which leading general advertisers willingly concede. Sample copies, rates, etc. furnished on application. SVAN J. TURNBLAD, Publisher, Minneapolis, Minn.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the wave? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

OHIO.

TO reach mail order buyers, try **PERRY MONTHLY**; 10c. a line; circ'n 25,000; Youngstown, O.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

"WHAT HAPPENED TO WIGGLESWORTH,"

book of humorous sketches, just published by Dickerman & Son, Boston. Is by W. O. Fuller, editor of *Rockland (Me.) Courier-Gazette*. Will be on sale everywhere, read by everybody.

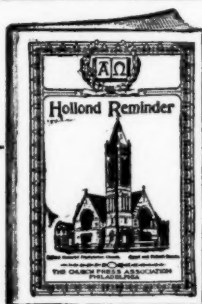
We await your inquiries

at'd *Gordon & Gotsch* 15 St. Bride St.,
553. LONDON.

British Advertisers' Agents.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.



1890

1901

Thirty Different Church Magazines

published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

A DIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH

for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM

for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hire's Root-beer, Electro Silicoon, Knox's Gelatine, Unecda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to

THE CHURCH PRESS ASSOCIATION

200 South 10th St., Philadelphia, Pa.

4%

Is what it cost a prominent manufacturer of agricultural implements to sell his goods to the consumers direct through advertising in

UP-TO-DATE FARMING AND GARDENING

The success of this paper is phenomenal. Send for a copy of RESULTS.

J. A. EVERITT, Publisher,
INDIANAPOLIS, IND.

RIPANS

My work is very hard on the eyes and affects the head. I have been troubled with my head so that when I would rise out of my bed in the morning I feel like being on a merry-go-round. Ripans Tabules cured me entirely.

At Druggists.
10 for 5 cents.

Youngstown, Ohio, Vindicator

DAILY: 10,000 SUNDAY: 10,000 WEEKLY: 9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.

Tel., 3293 Cortland,

SPECIAL NEWSPAPER REPRESENTATIVES.

EVANSVILLE, INDIANA, JOURNAL-NEWS

Only afternoon paper in Evansville.

Sworn Circulation, - - 11,581

Reaches fifty towns in Indiana, Illinois and Kentucky.
Is an advertising medium you cannot afford to overlook.

The Evening Journal

JERSEY CITY, N. J.

"The Evening Journal is the best paper in the city."—*Statement of Jersey City Advertisers.*

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

SOCIALISM.

Its greatest exponent is the

Appeal To Reason

Girard, Kans., U. S. A.

50 Cents a Year. 25 Cents in Clubs of Five.

Only one column will be sold to advertisers.
Patent medicine and fake advertisements excluded.

Do You Want Some ?

Every publisher knows of one or two people—perhaps of a dozen or fifty—who would be interested and benefited by reading PRINTERS' INK and attending to its instructions.

The reading of PRINTERS' INK regularly is calculated to make a man who doesn't advertise now, consider the question seriously and perhaps convince him that he should advertise, especially in your paper. PRINTERS' INK is a journal for advertisers and shows the man who is now interested in advertising how to use his space to best advantage and may induce him to use more space.

The subscription price of PRINTERS' INK is \$5 a year, but the publisher of an approved paper can buy a specified number of \$5 coupons, each good for one year's subscription to PRINTERS' INK, and pay for them by inserting advertising in his paper.

This is a legitimate warm weather proposal worthy of consideration by every active newspaper publisher.

Write, stating fully just what is wanted. Address

**PRINTERS' INK,
10 Spruce St., New York.**

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

I don't believe it is ever good business to advertise that advertising increases the cost of the advertised article. It doesn't, and even if it did, there would be no sense in volunteering the information.

Good advertising actually reduces the cost of the article advertised by finding a greater market, making possible the production of enormous quantities and the lower price that nearly always comes with such production. Its cost is figured into the cost of the article produced, just as all other costs are figured in, and the consumer has to pay it; but, without advertising, the market and the manufacture would be much smaller, and the price to the consumer correspondingly higher to cover the increased cost of producing the article in small quantities.

And then, when a large advertiser prints an ad like the one reproduced below, the consumer is likely to look at those large ads and say to himself: "Every time I buy something there I have to contribute to the cost of their big ads. Why don't they stop advertising and sell at lower prices?" Then he goes to the small store around the corner that was never known to advertise, and pays a higher price because the little non-advertising store's market is small and it must make a larger profit on each sale.

He doesn't think of the almost infinitesimal part of the advertising expense that his single purchase would have to pay. He overlooks entirely the fact that a few lines may, and frequently do, make hundreds of sales. And he isn't to be blamed; for hasn't the

advertiser told him as plainly as possible that advertising makes the advertised article cost more to the consumer?

To Golfers

Finely balanced, hand forged iron golf clubs, with the best second growth hickory shafts; manufactured under our own name.

By having them made in large quantities and branded "W— " the maker saves his advertising expenses, and we save you 50c on each club. Our price is \$1.50—the same club throughout the country is sold for \$2.

The fact that the same club is sold in other stores for \$2 proves nothing, unless that this store secured some price concession through large buying or is satisfied with a smaller profit—or both.

Another Appeal to Labor Union Members.

The First Range With the Union Label

We desire to thank all union men and women for the way they have supported the union label by purchasing Household Ranges. Kindly remember that the Household Range was the first to adopt this label, thereby making it popular and forcing other manufacturers to use it.

"Good Enough for Two" Isn't Bad for a Soda Water Ad.

The Main Object

in keeping our store open is to put up prescriptions, and that keeps us fairly busy—with more business in sight. Our little shop is often full, but we will make room for you long enough to take your order and will deliver your medicines anywhere in town.

Incidentally (and why not) we are serving at our fountain the "Finest Chocolate." It's good enough for two.

Inviting.

A Cool Spot for The Bowlers

to enjoy a pleasant hour's rolling is at Becker's alleys on Temple street, recently renovated and put in thorough repair. Equipment and service the best in the State.

Fine lunches at all hours.

Whole Story.

48c for 65c Black Japanese Silk

We guarantee all our silks, you know, against silk faults. With these black Japanese silks we do more: They are water-proof and perspiration-proof—an ideal silk for warm weather. Made in Japan, dyed and finished in Lyons, 23 inches wide, strong and durable; 48c.

Bottled Soda Water.

The Whole Town Is Drinking

Barcla bottled soda waters. It's surprising even to us that we are selling such a quantity of these waters. We anticipated a big business just as soon as the public should become acquainted with the genuine merit of the Barcla article. But we hardly expected to win the whole town. Have you tried it yet? All ready to fill your order.

For a Saloon.

"The Club's 'The Thing.'"

Best equipped saloon in town. We have hot drinks for cold weather. Cold drinks for hot weather. All kinds of drinks for all kinds of weather.

Extra dry wines for tony drinkers. The famous Anheuser-Busch Beer and other seductive fluids for extra dry people. Cold lunches, music and pictures to order. Card rooms and tables up stairs for Euchre, Seven-up, Pinochle, Old Maid, Smut, etc. Special facilities for solitaire party. Popular prices. Good order. Polite service.

It Is Often Useful to Tell Where You Get Your Goods and How.

Watermelons

You are sure of getting a good Melon here and getting it at a low price, because I go to New York every week and pick them out before they are unloaded from the vessel.

It's just that way with other vegetables that are not raised around this neighborhood.

Odd Trousers.

You can't have too many trousers.

We can and have.

Got a good share of our summer stock yet—not broken lots nor odds and ends, but complete lines.

Oughta to find buyers at half price.

All the stylish stuffs—flannel, chevrons, worsteds in stripes, checks and plaids too—used to be \$4 to \$6.

Glad to let you have a pair now for \$2.75.

A Short One That Seems to Tell the A Seashore Suggestion That's Sensible.

Women's Rain-Coats

Down on the pier on damp days or cool nights they are worn in preference to almost anything else. They are splendid for sailing, and when the waves splash over the gunwale they save your clothes. Besides, of all this season's wraps, nothing is quite so stylish over a shirt-waist as these raincoats. \$10, \$15, \$16.50, \$19, \$20.

A Timely One for Men's Furnishings.

Are You Off This Week?

We want to fill your grip or trunk before you go. Your pocketbook won't feel it.

Negligee shirts cut down, quality and style considered, lower than anywhere else.

We'll not offer you any odds or ends. We'll serve you with only the best in neckwear, collars, cuffs, underwear, hosiery, belts, caps, golf stockings and the like.

If you want a trunk come here by all means. You'll save a slice.

Women Always Want to Know "How Much?" A Few Right Prices Would Have Made This Good One Better.

Carpets Dyed

The Staten Island Dyers are making a specialty of carpets; all kinds and grades cleaned and dyed.

Faded and soiled carpets made as fresh and serviceable as new.

Articles called for and delivered if desired.

Seems to Make Buying Easier.

Cameras and Supplies

The week-end holidays of the summer months give the amateur photographer many a chance to go afield in search of new scenes to transfer to his plates or films.

At the last moment, before starting out on such an expedition, you find essentials lacking? Are you perhaps a new and zealous devotee of the gentle sport, who requires an entire outfit? Come to —.

The new photographic store, on the corner, is ready for just such eleventh-hour purchases. Directly and easily accessible from the street, and promptly at your service.

Here is news to-day of excellent Cameras at distinct price-economies, and a full line of photographers' supplies:

Carries the Idea of a Comprehensive Stock.

Cool Underwear For Men

This is a convenient store for men; and it is probably because of our unusually large clientele of men that we provide such broad and comprehensive stocks for them. Certain it is that nowhere else can a man find such a satisfying variety of Summer Underwear to choose from as is here. No matter what a man wants, it is in our stocks—every desired weight and style in cotton, lisle thread, silk, silk and cotton, silk and wool, merino and all wool—the best products of the best makers at home and abroad.

Prices start at 25c for gauze cotton shirts, and range up to \$8 for English silk. These particulars:

Bicycle Hospital

I employ a competent staff of metal surgeons to treat the ills and diseases of the bicycle. Bring in your silent steed if it is out of health.

An Ingenious Argument and Scheme That Is Good, Though Not New.

We have Decided To Advance Your Wages

See our plan for doing so below.

If you start the month right by buying your groceries of us you will save money. It is easier to save money on your purchases than to work for the same. You will always save by buying of us, and that will be practically the same as having your wages increased.

We must make room in some branches, while in others we want to introduce new goods, so for the balance of this week we will offer you the following list of goods, all for \$5.00:

10 lbs. best American	
Granulated Sugar....	15c
1 sack Flour, your	
choice of brands....	60c
1 lb. Tea, Japan, English Bkfst, Oolong	
or Gunpowder	50c
4 lbs. of our famous	
After Dinner Coffee..	1.00
1 gal. Eastern Vinegar	
and Jug	50c
1 lb. Washington Baking Powder, as good	
as the best.....	25c
Mason Pint Jar of Jam,	
choice	29c
½ lb. Ground Pepper..	20c
½ lb. Ground Mustard,	
or Ginger	20c
½ gal. Bottled Pickles,	
plain, mixed or chowchow	35c
3 cans Fancy Tomatoes.	25c
1 sack Salt.....	10c
1 pkge. XXX Crackers..	20c
1 lbs. Rolled Wheat or	
Oats	25c
6 bars Laundry or Toilet Soap	25c

\$5.00

To get the benefit of the above low prices the complete list must be taken. All goods delivered free of charge in the city.

Mail orders given prompt attention.

Remember this is for this week only.

Don't forget the place. It is at —.

A City in a Garden

The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

H. W. SEYMOUR, Publisher,

164-166 Washington Street.

New York Office, 79-80 Tribune Building.

Harsh Words

NEVER PAY.

Office of STARNAMAN BROTHERS,

31 King Street, East,

Berlin, Canada.

PRINTERS INK JONSON,

NEW YORK:

August 10, 1901.

Dear Sir—We had an interesting experience with one of the representatives of the old time ink companies who will do anything to oblige you—except give you ink at a low price. After begging for an order for some time he glanced over our stock and asked where we bought our ink? We told him that most of it in stock was from "Jonson." "Do you like his inks?" said he. We replied that we *found it cheaper and just as good as other inks*. Turning to us he said: "Good bye, Mr. Starnaman, I don't want anything to do with a firm who deals with that man," and he made a bolt for the door, forgetting to add that he couldn't sell us ink at his prices if he tried.

We have tried four different kinds of your ink and find that it works as good as any bought from any other firm, and we can buy it from you and pay duty and freight and still get it at about half what it costs from any other firm.

STARNAMAN BROTHERS.

It seems funny that ink salesmen have such a horror of meeting printers who use my inks. Of course they realize that it is out of the question to compete with my prices, and rather than swallow their medicine, they throw some dirty remarks about my goods or my methods.

"It is much easier to capture flies with molasses than with vinegar," so is it more profitable to use kind words than harsh ones when talking of a competitor. My whole argument has been a comparison of prices, and when I meet printers who use other inks than mine, I try to induce them to give me a trial order. If I don't get the cash I don't ship the goods. Money back if dissatisfied. Send for my price list.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street, New York City.

THE AMOUNT OF ADVERTISING IN The Philadelphia Inquirer

DURING THE MONTH OF JULY, 1901



A S exceeded by only one newspaper in the entire United States, as is demonstrated in the following statement, showing the name of the newspaper carrying the greatest number of lines of advertising in each of the principal cities, with the total number of lines printed in each during that time. It will be interesting to the advertiser to note the prominent newspapers that The Inquirer has steadily forged ahead of, until it now stands within only a thousand lines of the top of the list.

Statement of Advertising in the Leading Newspapers During the Month of July, 1901,

THE DAILY NEWS, Chicago, Ill.	466,644 lines
THE INQUIRER, Philadelphia, Pa.	465,600 lines
THE DAILY EAGLE, Brooklyn, N. Y.	449,655 lines
THE WORLD, New York City.	442,656 lines
THE TRIBUNE, Chicago, Ill.	413,310 lines
THE RECORD, Philadelphia, Pa.	392,409 lines
THE EXAMINER, San Francisco, Cal.	358,800 lines
THE GLOBE, Boston, Mass.	342,870 lines
THE JOURNAL, Minneapolis, Minn.	265,531 lines
DISPATCH, St. Paul	259,248 lines
PLAIN DEALER, Cleveland, O.	246,150 lines



These figures in almost every instance are furnished by the newspaper itself and therefore are officially correct.

Another remarkable fact in connection with The Inquirer's showing is that no "special number" or other forms of special advertising were printed during the month. This is convincing evidence that The Inquirer is one of the very best advertising mediums in the United States. The volume of advertisements printed proves this, and the most thorough investigation of comparative circulations throughout Pennsylvania and surrounding states brings ever-increasing proof that the **Circulation of The Philadelphia Inquirer is Greater by Many Thousands** than that of any other newspaper in Pennsylvania.

Average Circulation During 1900, Copies Daily, 170,905

Average Circulation During 1900, Copies Sunday, 168,325

Advertisements in THE INQUIRER Always Bring Positive Results.

The Philadelphia Inquirer, 110 1/2 Market St., Phila., Pa.
NEW YORK OFFICE, Nos. 86-87 Tribune Building
CHICAGO OFFICE, 308 Stock Exchange Building